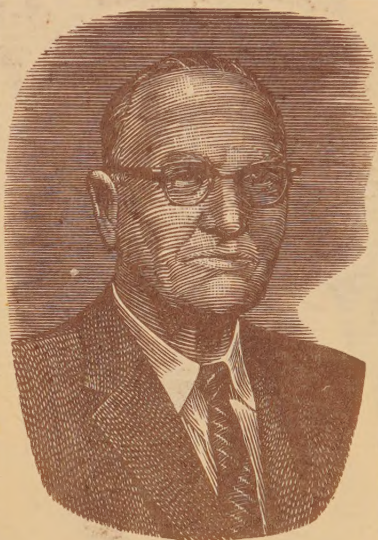




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NAME OF STUDENT

Dale Bruce

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DUE DATE

MAY 18 1983

PN 4784 .A3 C65
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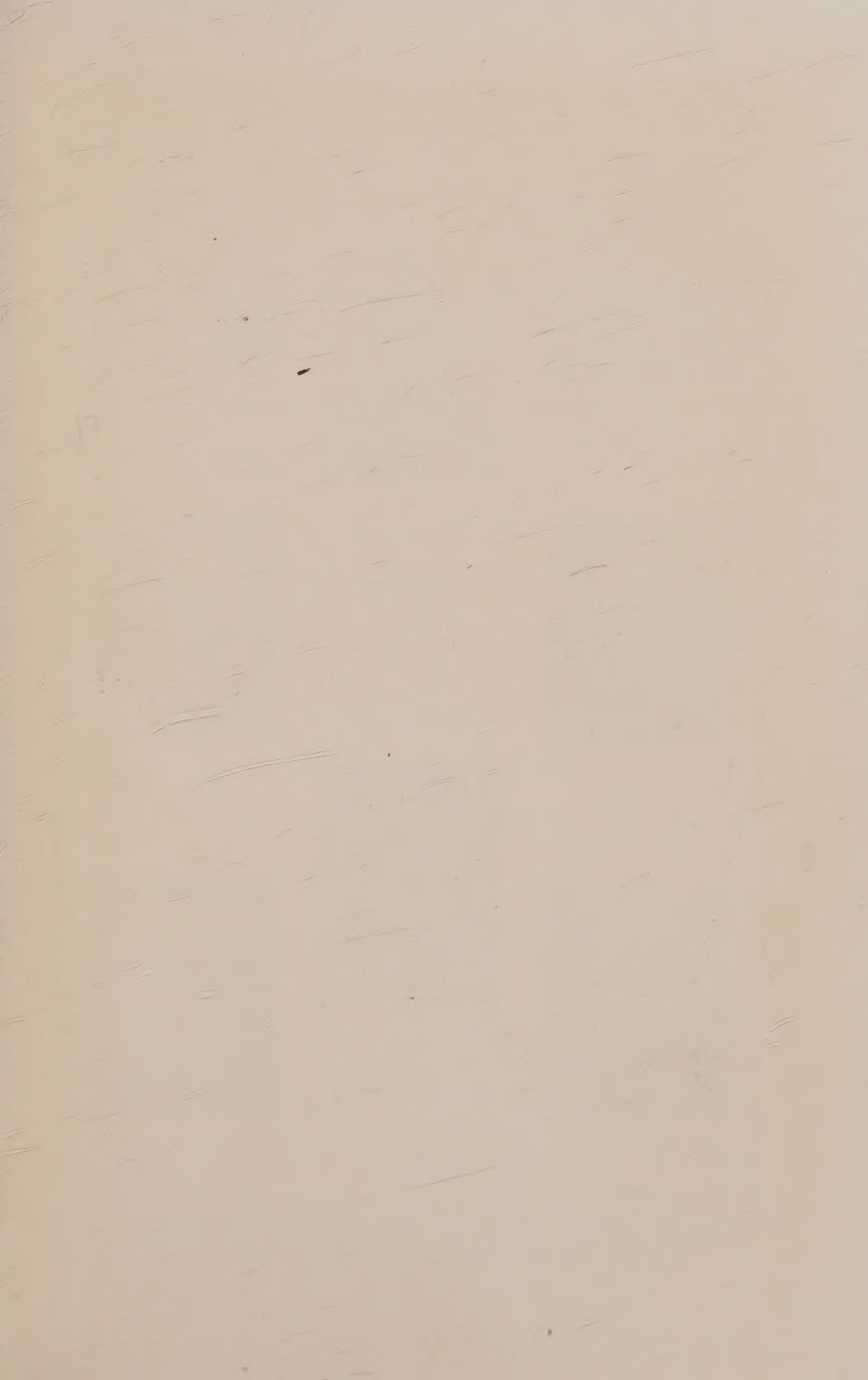
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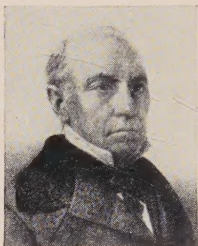
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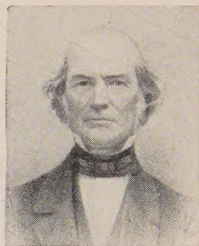




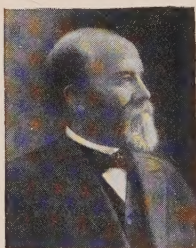
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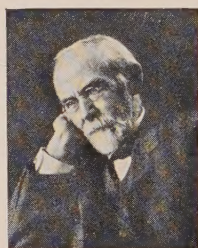
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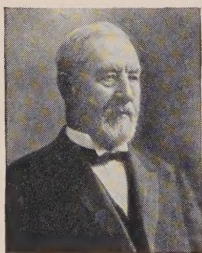
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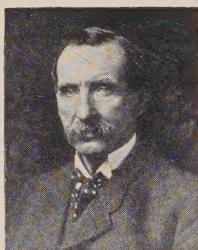
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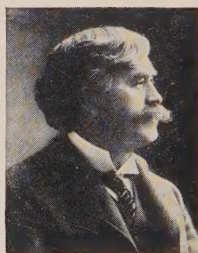
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SOME PIONEERS IN AGRICULTURAL JOURNALISM

AGRICULTURAL JOURNALISM

BY
NELSON ANTRIM CRAWFORD

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NEW YORK
ALFRED A. KNOPF

1926

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PREFACE

LITTLE more than half a century ago, many a farming community received, as its only bit of current literature, a copy of Horace Greeley's weekly *Tribune*, which was read aloud to a gathering at the postoffice upon its arrival. Only the exceptional farmer subscribed for one of the few agricultural journals then published or for a daily newspaper.

Today it is common practice for a farmer to take at least one farm journal and at least one daily newspaper, while numerous general magazines have heavy rural circulation. Moreover, the importance of farming in the national economy has become so thoroughly recognized that city people are now also interested in the problems that formerly were thought to concern only the tiller of the soil.

The result has been a rapidly increasing demand for authoritative, interesting writing on agriculture and rural life. Not only the farm journal, but also the city daily and the country weekly now employ staff writers trained in this field. At the same time the agricultural scientist, the extension specialist, the county agricultural agent, the progressive farmer, have found writing for the press essential to the rural advancement for which they are striving.

To meet the need for training, courses in agricultural journalism have been introduced into almost all colleges and universities offering instruction in agriculture and into some rural high schools.

This book seeks to fulfill the expressed demand for a textbook in this field by applying the fundamental principles of journalistic writing to agricultural and other rural subject matter. Definite, practical suggestions and assignments are given, such as will afford ample opportunity for actual investigations and writing, and at the same time the student is stimulated to independent thought on rural problems. The book is so arranged that it may be used as the basic text in an extended course embracing various

phases of agricultural journalism or as a manual in a brief course which seeks to teach only the rudiments of agricultural writing. A style sheet, a calendar of agricultural dates, a list of markets for agricultural articles, and other data contained in the volume will be found useful for reference purposes, it is believed, by agricultural writers generally.

The material in the book is based on the experience of the authors both in agricultural writing and in teaching agricultural journalism. While the plan of the book was worked out by both authors and the text has been revised by them jointly, Mr. Crawford is responsible primarily for Chapters I, II, III, V, VI, VII, VIII, IX, XIV, and XV, and the appendices, and Mr. Rogers for Chapters IV, X, XI, XII, XIII, and XVI.

The authors are grateful for help received from both teachers of journalism and practicing journalists, and for the privilege, granted by writers and editors, of reprinting numerous examples of effective agricultural writing. They desire to acknowledge their special indebtedness, for assistance in the preparation of the book, to Dr. Henry Jackson Waters, late editor, and John Collins, associate editor, of the *Weekly Kansas City Star*; J. W. Searson, professor of English in the University of Nebraska; Mrs. Ida Migliario, editor of the *Household Magazine*; Miss Clementine Paddleford, household editor of *Farm and Fireside*; F. E. Colburn, head of the Department of Illustrations, Kansas State Agricultural College; and Reuben Brigham, in charge of the visual instruction and editorial section, Office of Coöperative Extension Work, United States Department of Agriculture.

NELSON ANTRIM CRAWFORD.

CHARLES ELKINS ROGERS.

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CHAPTER I

THE FARMER'S MIND

KNOW yourself, was the advice of the ancient Greek philosopher to his disciples. Know your readers, is an equally potent motto for the writer today. If one is to appeal effectively to readers, one must know their convictions, their prepossessions, their prejudices, their habits of mind, their ideals; one must come into intimate relationship with their life.

A Farm Audience. The audience of the agricultural journalist is fundamentally a farm audience. Most agricultural material is written for the reading of the farmer. Such material, to be effective, must be written from a real understanding of the farmer's psychology.

Even if one is writing about farming for non-agricultural readers, one still needs an appreciation of the rural point of view, for otherwise it is impossible to interpret farming and the farmer intelligently or accurately.

Stereotypes of the Farmer. To Americans "the farmer" is a very definite term. We have an innate feeling that the farmer represents as clearcut a type as we consider to be represented by the "young intellectual," by the "bolshevist," by the "Babbitt." We have adopted stereotypes for the farmer, especially when we do not know him well. The stereotype is perhaps so vivid that we even visualize him; chewing a straw in front of the small town grocery, if our acquaintance with him is confined mainly to cartoons; sitting beside a kerosene lamp and bringing his fist down on the table as he reads the *Congressional Record*—this if we happen to be sensitive politicians. Or we may see him as perpetually occupied with a recalcitrant Ford and a balky tractor—even laying out his tools on the village sidewalk as he repairs one or the other. Again, particularly if we have the romantic attitude toward life, we may think of him as the man of nature and God, going reverently to his task with the serious mien of a Wordsworthian husbandman.

Farmers Are People. The common stereotypes of the farmer bear witness to universal interest in the tiller of the soil. Any one, however, who is genuinely acquainted with the farmer, who has broken bread with him, who has worked with him in the harvest fields, who has visited with him over the good fences that quite truly do make good neighbors, knows that these stereotypes are inadequate. Their effect is that of a photograph distorted by foreshortening. The farmer's mentality is much more complex than any of the stereotypes indicate, while the differences between farm and city people are somewhat less definitive. Farmers are people, and they possess the idiosyncrasies of taste and judgment which make humanity so interesting to the calm observer and so annoying to the statistician and to the propagandist.

Nevertheless, the existence and popularity of stereotypes of the farmer, however erroneous in detail, bear witness to the fact that he is manifestly somewhat different from the city man. If one takes farm people as a group and city people as a group, one will find certain attitudes, habits of mind, characteristics of thinking, in one that are dissimilar to those of the other. Not that there will not be exceptions in each case, but the mass will follow the rule. The distinctive characteristics of farm folk are due partly to the type of man who ordinarily undertakes farming, partly to rural environment. They are not so marked in the United States as in Europe, where class lines are more closely drawn, where occupational inheritance is more nearly the rule, and where the environment, whether urban or rural, is more nearly static.

The Farmer's Intelligence. The farmer, it may be said without hesitation, has essential intelligence — a quality distinctive not in itself but in some of its manifestations in rural life. The intelligence of the farmer is often obscured by his lack of facility in certain matters which to the city person betoken intelligence. The farmer's grammar is less orthodox, his choice of words less precise, his "company manners" perhaps less polished, than are those of the average storekeeper. He overlooks many niceties of social intercourse. His lack of knowledge of certain highly organized games might cause his rating in an "intelligence test" to fall low, as might also his slow reaction time. For, as Emerson long ago remarked, the farmer is "a slow man, timed to

nature, not to city watches." Any one who has seen a farmer try to cross the street in a large city, especially where the traffic is poorly regulated, realizes the slowness of his response.

Rural Seriousness. Nor is the farmer's general attitude toward life the same as that of the city man. Enjoyment as even one of the chief aims of life is foreign to the rural viewpoint. The farmer is serious-minded. He is interested in what he conceives to be truth, usually synonymous to him with facts. It is possible that a majority of farmers, even today, regard novels as plain lies. It is true that farmers like humor, but with restrictions. Wit, satire, and those types of humor which are dependent mainly on subtleties of diction carry little appeal to farmers; even puns are less popular in the country than in the city. Farmers admire the comedy—and the farce—of situation. Most important, farmers invariably like humor best when it illustrates a serious idea, when it points a moral, especially an economic moral of thrift, self-reliance, or industry. Here is the genesis of the famed rural philosophy.

A Pragmatic Test. The test of essential intelligence, however, is not in specific social forms or definite attitudes toward life, but in adaptation to environment, in self-preservation and self-expression on the part of the individual in the circumstances in which he lives. Rapid response is not essential on the farm; indeed, the person of too rapid response to stimuli would soon wear himself out by doing heavy work at a high rate of speed. So far as social intercourse in the country is concerned, it has not become standardized by long and persistent practice. The language of the farmer is accounted for partly by this, partly by the old forms that have been preserved in rural communities while they have disappeared from city usage. His seriousness is the natural result of long hours of labor, much of it solitary. The test of the intelligence of farmers, as of any other class, must in the long run be a pragmatic one. Has the farmer succeeded in farming?

Immediately I hear a chorus of city people: "No, of course he hasn't. He doesn't know how to run his business. The farmer is the poorest manager in the world. His yard is always full of uncovered machinery. He raises wheat when he ought to raise corn, and cattle when he ought to raise wheat."

Farming No Easy Job. Farming, however, is no easy job.

On the contrary, it is a highly complex enterprise. Indeterminable and uncontrollable weather conditions, the territorial extent of the individual farm unit, the usual necessity of depending on casual labor, inability to alter the rate of turnover, the possibility of soil exhaustion, market fluctuations, transportation difficulties, are but a few of the factors which may readily interfere with agricultural success. It is believed by not a few modern students that the failure of various ancient peoples, regarded in most respects as highly intelligent, was due directly to inefficiency in agriculture, while other nations, which continued their existence for hundreds of years, did so by reason of their agricultural ability. The best methods presented in the Old Testament and in other ancient records are not far from what scientific agriculture would advocate for the same conditions. More recent practices in farming have likewise been approved by scientific investigations. It is a strong evidence of the essential intelligence of the farmer that research and study have tended to confirm and interpret—and of course improve—the practices that he has followed, rather than to overthrow them. The farmers who survive as farmers and the agricultural nations which survive as agricultural nations must have a high degree of judgment.

Fundamental Thinking. The historical facts just referred to will not be surprising to any one who realizes that the farmer does fundamental thinking, most of it age-old thinking, with reference to his own position to agriculture. For example, he has faith in the permanence of farming. It is this which makes him accept with more or less equanimity a rate of income much lower than is expected in other lines of business. The rate on the farmer's unencumbered capital for the year ended June 30, 1925, was only 4.1 per cent, representing both interest on his investment and payment for his managerial services. In the preceding year it was but 2.5 per cent. For thirty years a Middle Western farmer of exceptional abilities has averaged a net annual return, excluding payment for his services, but including "unearned increment," of 3.75 per cent. The farmer's faith in the permanence of agriculture is associated with land tenure. The return from the land is small, but it is acceptable because the land seems permanent.

Not only does the farmer have abundant faith in the permanence of his occupation as a whole, but he has confidence in, and

patience with, such controlling factors as weather. One need only compare the flurry produced by a sudden shower at a Sunday School picnic with the calmness of farmers after a six weeks' drouth to realize the difference between the rural and the urban point of view. Further, the farmer shows an intelligent and realistic attitude in facing both good times and bad, in estimating his crops, in viewing the condition of his livestock.

Where Realism is Lacking. Recognition of the essential intelligence of the farmer should not, however, blind one to the unrealistic thinking in which he indulges on many subjects. Although looking at their occupation as permanent and recognizing conditions as they actually are in any given season, farmers think in terms of averages perhaps less than any other group in the population. If the wheat crop last year was twenty bushels to the acre, farmers commonly forget that in the preceding year the crop was seven bushels and three years ago less than a bushel, and they look forward this year to another twenty-bushel yield. Likewise, if the price of corn is high this year, there will be a vastly increased acreage of corn next year, though only a little reflection is necessary to realize that the average price is lower and that the high price this year may lessen the probability of a similar figure next year. Again, after the plans suggested by an experiment station fail to work one year, they are discredited in the minds of farmers in spite of many years when they worked successfully. The probable reason is that farmers have not, as a general rule, kept records for business purposes. Farmers—New England farmers in particular—used to keep more or less elaborate records in their almanacs, but for interest more than for usefulness. Any farmer of the early nineteenth century could have told in detail about the famous "year without a summer"—1816—but in rare instances could he have given his average yield of rye or oats from 1810 to 1825.

Rural Radicalism. With reference to the more complex economic and social relations of agriculture the farmer often assumes an even less realistic attitude. This is evident in agrarian radicalism. The farmer in this country is both an owner and a worker. Owner psychology, specifically the psychology of the non-working owner, has been for ages the psychology of dominant classes. The farmer, justly regarding himself in this country as belonging to a dominant, if not the dominant, class,

has adopted this psychology without pausing to consider the possibility that it no longer is workable and may cease to be the psychology of dominant classes at all. If he realizes this situation, as he does in rare instances, he is unwilling to face the disappearance of dominant owner psychology because of the pessimism that this involves; for the farmer, querulous as he often is, is essentially optimistic.

An Effect of Isolation. The farmer's isolation has retarded the development of a realistic philosophy of relationship to other groups. He does not know other groups. He observes speculation in the grain which he produces, and he can therefore see no possible good in the Board of Trade. He experiences what seem excessive freight rates, and he blames the railroads. Often he fixes the blame where it belongs, but the reasons which he gives are far from sound. His abundant confidence in law, whether applied to farming and rural life or to other fields, is a manifest example of unrealistic habits of thought produced by isolation. He sees laws pretty well observed in his own neighborhood: there is no particular incentive to break them. He has not seen how laws are not enforced in the larger communities.

Farmer Conservatism. Neither realism of thought nor the opposite is characteristic distinctively of either conservatism or radicalism or of the various points of view that lie between the two. The farmer's mode of thought is essentially conservative, however, and where he is unrealistic his views retain their conservative color. Paradoxical as it may seem, even agrarian radicalism, to which attention has just been called, is in certain respects conservative, more conservative than some other brands of thought commonly tagged with a conservative label. Whereas such groups as bankers are tending to substitute control for ownership in their economic theory and practice, farmers, as has been pointed out, stick to ownership dominance. They move forward neither to new capitalism nor to new radicalism. Furthermore, farmer radicalism, so-called, is of a curiously ephemeral kind, promoted by poor crops, by economic overexpansion, or by some other condition which touches the farmer directly. His radicalism flares up, then as suddenly disappears or turns to conventional conservatism.

Indeed, no one can understand farmers unless he appreciates their deep and essential conservatism. The farmer belongs to a

conservative environment. The orderly seasons, the slowness of rural change (natural or social), and the fact that many conditions on the farm are beyond the control of man tend to conservatism and in some degree to fatalism.

In religion, for example, the field in which one's essential attitude toward life is most manifest, the farmer is conservative in the extreme. As C. F. Ansley points out, the words "pagan" and "heathen" suggest how the farmer, the man of the heath and the nucleated village, was the last man to leave the old faith.¹ In the sixteenth century, when the Church of England broke with Rome, the Pilgrimage of Grace contemplated not only the abolishment of agrarian disabilities but the maintenance of the ancient monasteries. In the present controversy between modernism and fundamentalism the rural districts are filled with supporters of the ancient literal doctrines.

The Patriarchal Conception. The patriarchal conception of life, which has persisted longer among farmers than anywhere else, is both a cause and an illustration of agrarian conservatism. The farm family, although it has ceased to be self-sufficing, remains an economic unit. Scientific studies of agricultural income regularly list not the labor of the farmer but the labor of the farmer and his family. The bachelor farmer is recognized as being at a distinct disadvantage. A woman who will take care of the dairy work, look after the chickens, and perform a multitude of other tasks about the farm, is an economic asset, as likewise are children. Too much work is commonly expected from both wife and children. Further, the rural father is prone to endeavor to exert paternal authority too long. The farmer, landed proprietor, head of a family, and director of the economic activities of that family on his own land, dramatizes himself dimly as a patriarchal figure, and, retaining subconsciously an ancient mode of life, adopts the conservative viewpoint appropriate to it.

The patriarchal habit of thought extends to the farmer's attitude toward hired help. Although, like ancient kings and chiefs with regard to their servants, the farmer is friendly enough to his help, he holds in reality an absolutist attitude toward labor. He is the monarch, the baron, the boss. He resents demands, organization. In this respect, obviously, the farmer is not differ-

¹ "The Conservative Farmer," in *Unity*, Vol. 92, p. 329.

ent from other employers—all of us want to be despots—but he has not had the opportunity, which other employers have had, of learning the economy of good wages, reasonable hours, and pleasant working and living conditions. Agricultural labor in the past was compensated for lack of these things by inclusion in the family circle—a definitely patriarchal situation. Today the farm laborer is seldom a part of the family. This may or may not be due to the typical character of contemporary agricultural help. The fact remains that an attempt is being made to superimpose upon the patriarchal view of life a modern class attitude borrowed from industry.

The farmer's patriarchal conservatism has made him, however, a home and community builder. He is not, as a rule, anxious to change his occupation or his place of residence. He has a more definite home instinct than has the city man. The farmer's interests, too, tend to be confined, as a rule, to one locality and he is interested fundamentally in the upbuilding of that along with his home.

Advice and the Farmer. The farmer's intolerance of advice and suspicion of theory, which have both advantages and defects, are always at first glance attributed to conservatism. This is accurate only in part. The problem is really a complex one. For one thing, farmers are as a class eye-minded and muscle-minded. They learn from seeing and from doing. A big yield from a new variety of wheat on a single farm, whose owner has been persuaded to try it, will have more effect in establishing that variety in the community than would a hundred hortatory talks by agricultural experts.

Moreover, the farmer has, from experience, a more or less sound objection to advice. Because of the relation of farming to other industries, farmers have always received a great quantity of free advice. The difficulty with a great deal of agricultural advice is that it presents practices useful under ideal or controlled conditions. The successful farmer knows that conditions on the ordinary farm are never ideal and can seldom be controlled. Sudden weather changes, the condition of the soil, the lack of money or credit, and numerous other factors make it impossible to farm according to clear-cut, preconceived plans. General farming, the type of farming which utilizes the great bulk of the land now under cultivation in the United States and

will be dominant in America for many years to come, cannot be reduced to a definite system, and no one knows it better than the farmer.

Individualism. Still a further reason for the farmer's intolerance of advice and suspicion of theory is found in a mental trait that we have not hitherto discussed — his individualism. Individualism is now recognized as an American trait, not confined to tillers of the soil, but it had its origin in the isolated and self-sufficing farm units of early days. Thence it spread, permeating the national life, but modified steadily by urban conditions. On the farms it retained much of its early vigor and fierceness, and in the rural character it still is more conspicuous than anywhere else. Even the somewhat patriarchal nature of the farm family has not materially checked it.

Leadership from the Farm. Rural individualism has had a paradoxical effect. It is responsible for much of the leadership which came forth from the farms in the early days of the Republic, and which, indeed, still arises, while at the same time it accounts for the marked absence of leadership on the farms themselves.

In discussions of the "good old days" of the nation, poverty and farming are often linked together, and it is sometimes inferred that the advantages of rural life to a youth came from being poor rather than from being a farmer's boy. A little reflection will show the absurdity of this inference. In the same days when boys were growing up to leadership on farms, other boys were growing up in poverty in city cellars. The early immigration to the farm lands beyond the Alleghanies came largely from men who found their life in the metropolitan centers unbearable. In these cities laborers wore the cheapest of clothing. They had hardly enough food to sustain life, eating meat almost never. Imprisonment for debt was always just around the corner. Little leadership came from those city slums. There is no essential virtue in poverty. The fact that the early farmer was generally poor was incidental. Moreover, his poverty was not of the grinding sort found then or now in the city. There was an absence of ready money, but there was always food to eat, albeit plain, and there was such recreation as people could devise for themselves.

Standardization Prevented. The individualism character-

istic of farm life prevented the standardization of home, church, or school, which developed early in the cities. The absence of standardization gave the exceptionally able boy a chance to show the stuff he was made of. He could develop those qualities which later would make him a leader. Sometimes his ability turned into an aberrant eccentricity, as in the founders of some of the small and strange Christian sects in the early nineteenth century, but in other cases he became a genuinely significant figure.

Practically never, however, did he exert his leadership while a farmer. This, of course, was no new phenomenon. There have been plenty of agrarian revolutions from Roman times down, and in every case they have failed through lack of leadership adequate in ability or numbers. Critics often point to this circumstance as evidence that the best blood leaves the farm, unwilling to stay in so limited an environment. Wide personal acquaintance with farmers will convince one that this is not an adequate explanation. There is, in fact, probably as good blood on the farms as any that has left them. If this were not true, ability would cease to come from the country, whereas college records still show a disproportionate number of honor students from rural districts.

Effects on the Masses. The reason for lack of leadership on the farms themselves is to be found rather, as has already been intimated, in the individualism fostered by rural life. While individualism, with its accompanying absence of standardization in social institutions, makes for the development of leadership and other valuable qualities among the talented, it makes the mass of people, who could accomplish more as a group than as individuals, ineffectual. They cannot act for themselves, and they will not, except under extraordinary circumstances, follow leaders. Hence potential leadership remains in obscurity. Religious leadership, of a kind—the only type of leadership which developed to any considerable extent in the country, and that not recently—may seem an exception. It is not such, however, for it was made possible only by the camp meeting, the one occasion on which rural people abandoned their individualism and came together in great numbers with a common purpose and under the stress of powerful emotions.

Individualism on the Decline. Economic pressure, the re-

removal of isolation, and actual experience in coöperation are gradually reducing the farmer's individualism, and as a result agrarian leadership is developing. More and more, one hears farmers use the pronoun "we" instead of "I" and talk of agricultural movements from the standpoint of agriculture as a whole rather than of the single farm and its operator. Their increasing confidence in the county agent as an agricultural leader is a further sign of change in mental viewpoint.

The Sense of Inferiority. Another result of diminishing isolation and of experience in coöperation is seen in a lessening of the conscious feeling of inferiority on the part of farmers toward city people. Our culture, or at any rate our apparent culture, has radiated from the city; the metropolis has had the means of disseminating its peculiar type of civilization. Any deviation from urban standards was until recently regarded, not only by urbanites but by others also, as an essential mark of inferiority. Farmers, dressing differently, talking differently, walking differently, from city folk, consciously considered themselves inferior to city folk. Fifty years ago many an ambitious farm mother urged her son to go to the city in order that he might become a part of the real culture of the nation. Until very recently there have been towns in agricultural districts where farmers and their families confined their shopping to stores in rather mean districts, feeling self-conscious in the better shops frequented by townspeople. There were certain streets beyond which it was asserted — and quite truthfully — that no farmer would go.

Now, however, the farmer knows city people better, partly because he has learned to know all people better. He realizes that difference is not necessarily a mark of either inferiority or superiority. He has read, perhaps, that the rural market is recognized by advertisers as the best market for staple articles and for some luxuries, and that the average farmer, except in times of serious agricultural depression, buys better clothing and better food than can be sold to the average city dweller. He possibly knows, too, that his capital is greater than that of the average storekeeper with whom he deals. He has developed a conscious sense of economic and social equality — which, by the way, is influencing favorably his efforts in coöperation and other group movements.

Farmers continue to be afflicted, more or less, however, with an unconscious sense of inferiority. This sense, of course, is not peculiar to rural folk, but is possibly more common in the country than in populous centers. The farmer boastful of his wealth or his agricultural success, the temperamentally suspicious farmer, and the farmer who makes an elaborate show of reasoning in discussing any question — all of them well-defined agrarian types — are undoubtedly indulging in the pleasant practice that psychiatrists call overcompensation. Not infrequently, it is probable, people with inferiority complexes have gravitated to farms because of the protection which a measure of isolation throws about the ego.

Love for Nature. The self-consciousness which goes with either a conscious or an unconscious sense of inferiority has caused the farmer to strive to conceal one of his finest traits — unsentimental love for nature. That he has this, no one who knows him well can doubt. The farmer boy possesses it, and is not ashamed. He will talk for hours about birds, flowers, rivers, rocks, if only he has a sympathetic listener. He can tell you as much about an oak leaf as can many a painter. Become a man, however, he is unwilling to admit his feeling for black, moon-spattered trees, for the dew on yellowing wheat, for the song of the lark, for the crackle of hazel brush on a path. Often he is ashamed to admit it even to himself. But he has it, just the same. Get him to talking of fish or ducks or quail, which he thinks of as associated with manly activities, and you will not infrequently find that what he cares for is not primarily the fishing or the hunting, but the curious markings on a trout or the level flight of a bird. Moreover, the livestock farmer recognizes, and responds to, the personality of his cattle, his hogs, his sheep, while the man who specializes in crops — the corn breeder, for example, — sees in plants a like sentient life.

Unquestionably, the good farmer has in him much of the creative instinct, though manifested in other than the esthetic expressions that we usually associate with the instinct. In older countries this creative instinct has been turned into the channels of the fine arts, and peasant music, dancing, poetry, and painting have developed. In the United States such manifestations have been lacking, but the success of the rural theater movement in North Dakota and the experience of Vachel Lindsay in

"preaching the gospel of beauty" are sufficient to indicate the qualities implicit in farm folk here as elsewhere.

Modifying Old Traits. All this suggests that the farmer, although he is slowly changing, is modifying old traits rather than substituting new ones. The mental qualities and habits which have always been characteristic of the farmer are characteristic of him, in varying degree, today. Some of those traits are implicit in the typical individual who is led to undertake farming. Some of them are developed by rural life. The modifications which they have undergone and are undergoing are due largely to closer contacts with urban life and to the intricacies of modern economic organization. At the same time, these very circumstances have made the farmer more articulate, more capable of presenting his views and mental processes to the rest of the population. Formerly the influence of the rural viewpoint upon urban dwellers was confined practically to the personalities of those who changed their residence from country to city. Today the avenues of connection are multiplied many times. While urban influence has modified the rural point of view, there are now probabilities — exemplified already by certain economic and social tendencies — of a new agrarian influence on the thought of the cities.

Misinterpreting the Farmer's Mind. The tendency of the agricultural college student or graduate is sometimes to misinterpret the farmer's mind. He tends too often, if his experience in rural life has been happy, to idealize the farmer, his mental qualities, and his life, and to look upon the farm or farm neighborhood as a college or experiment station in miniature. On the other hand, if the student's experience on the farm has given him a prejudice against rural life, he is likely to look upon the farmer with hostility or contempt. If he has had no rural experience, he may adopt either of these attitudes or similarly erroneous views.

Agricultural college men, — indeed, all men who expect to make an appeal to the farmer or to interpret him to others — must get into actual, vital touch with him. It is not sufficient to see him on his occasional visits to the college or to the stock show. He must be seen on his own farm, at his own meetings, among his own folk. The intimate, personal knowledge which will come in this way is the only means by which the writer may

truly sense the farmer's mind, and an appreciation of the farmer's mind is the first step toward successful writing of agricultural literature.

QUESTIONS

1. Why should a writer know his readers?
2. What do the common stereotypes of the farmer indicate?
3. What are the distinctive mental characteristics of farmers?
4. What evidences exist of the farmer's essential intelligence?
5. Where does the farmer indulge in unrealistic thinking?
6. What are the characteristics of agrarian radicalism?
7. In what respects does it illustrate the essential conservatism of the farmer?
8. How does the farmer display a patriarchal view of life?
9. Why do farmers tend to be intolerant of advice?
10. What has been the effect of individualism upon rural life?
11. Why is rural individualism diminishing?
12. What may be said of the farmer's conscious and unconscious sense of inferiority?
13. Is the farmer modifying old traits or adopting new ones? Why?
14. Why do college students and graduates sometimes misinterpret the farmer's mind?
15. What means should be employed to gain an appreciation of the farmer's mentality?

ASSIGNMENTS

1. Relate an incident in which knowledge of the mentality of readers or hearers has resulted in success or in which lack of knowledge of this has resulted in failure.
2. Clip two articles which are intended for farmers but which will not appeal to them; two which will appeal to them.
3. Clip two articles which interpret the farmer accurately to other people; two which misinterpret him.
4. Relate (a) a true incident illustrating the intelligence of the farmer; (b) one illustrating unrealistic thinking on the part of the farmer; (c) one illustrating his conservatism; (d) one illustrating his patriarchal attitude; (e) one illustrating his individualism; (f) one illustrating his suspicion of advice; (g) one illustrating his love for nature.
5. To what extent have leaders, brought up in the country community with which you are most familiar, manifested their leadership in city life? To what extent has leadership been manifested in the country community? What has been the concrete effect of this? Discuss the matter in a paper of 1,000 words.

6. Write a paper of 1,000 words on the changes that you have noticed in farmers' attitudes in the last 10 years.

7. Call on several farmers of various educational and financial attainments. Also visit a farmers' institute and some other meetings of farmers. Write in detail the impressions which you gained as to the farmer's mind.

CHAPTER II

THE FIELD OF AGRICULTURAL JOURNALISM

AGRICULTURE is dominant in the economy of the United States. Farming itself is the occupation of a large proportion of the citizens, while in addition there is a smaller but influential group of persons engaged in agricultural research, study, and instruction. The tendency of the nation, of the states, and of private commercial enterprises, such as railways and meat packing companies, is to promote agricultural development.

Even outside of farming and closely related occupations, agriculture wields powerful national influence. More than 80 per cent of the manufactures of the United States are dependent on agricultural products. The problem of transportation in this country is largely the problem of carrying agricultural products from the farm to the place of manufacture or direct consumption, and of taking to the seller and the consumer the articles manufactured from agricultural products.

What Agriculture Includes. The field of agriculture, it is evident, is not comprised merely in the application of scientific principles and approved practices to the tillage of the soil and to the raising of livestock. These matters are basic, but much more is included in modern agriculture. The economic problems involved in farming as a business — problems of investment, production, labor income, transportation, and the like; the social and ethical problems which concern the establishment of the rural community on a sound educational, social, moral, and religious basis; the infinitely more subtle and involved problems to be met in the near future in the adjustment of agriculture and related activities in their due place in twentieth-century civilization — these are a few of the further matters that the modern student of agriculture must consider.

Agricultural Journalism. To present all these things to all interested persons through newspapers and periodicals constitutes

the field of agricultural journalism. The field of twentieth-century agriculture is large; so also is the field of twentieth-century agricultural journalism. The appeal of writings on agriculture and related subjects extends to a large majority of the men of the nation. First, there is the farmer himself, to whom agriculture is a science, a trade, a profession, a business, a life, or a combination of certain of these according to his own knowledge of his work and his own attitude toward it. Then there is the student of agriculture, the research worker in college or experiment station, whose interest in the subject is fundamentally scientific. There is a further group of men who are looking toward agricultural study or practice—students in city high schools planning to enter agricultural colleges, clerks in city offices turning longing eyes toward the ideal country life which they have pictured. These three groups are interested in farming as farming, agriculture as agriculture.

Other groups of persons are interested in agriculture chiefly because of its relationship to other matters in which they are concerned. The flour miller is interested in it because it furnishes the raw product on which his manufacturing business depends. The railway official is interested in it because it produces in large measure the transportation problems which require his deepest thought. The jobber and the retail merchant both see the relation of agriculture and the farming class to the success of their business. The clergyman and the social worker are interested in the peculiar problems of the rural community. Even the citizen who seems merely to be a cog in the industrial machine of a metropolis—the man who is commonly classified as a consumer—is beginning to realize the close connection of agriculture with his daily life.

Agriculture and the Press. The agricultural press has been a potent factor in improving agricultural practice. It preceded and indeed sponsored agricultural colleges. From the founding of the *Agricultural Museum* in 1811 and the *American Farmer* in 1819, on through the period in which Greeley exemplified his devotion to farming through the columns of a metropolitan newspaper, and down to the present time, agricultural journalism has been a powerful educative force. Today, in addition to continuing its work of improving farm practice, it is beginning to endeavor to interpret farming and the farmer to other people,

AMERICAN FARMER.

RURAL ECONOMY, INTERNAL IMPROVEMENTS, PRICES CURRENT.

"O fortunata nimium eua at bona rursum
Agricola." . . . Vergo.

Vol. I.

BALTIMORE, FRIDAY, APRIL 2, 1849.

NUM. 1

AGRICULTURE.

The RUTA BAGA or SWEDISH TURNIP.

THE high commendations bestowed upon the *Ruta Baga*, and the decided preference given to it over other roots and vegetables, as food for live stock, by Mr. BARNEY, of Delaware, (the owner of the mammoth oxen lately slaughtered in this market) will naturally be

Farming and in Gardening upon this Island. If several years ago, long before tyranny showed its horrid front in England formed the design of sending out, to be published in this country, a treatise on the cultivation of the root and green crops, as cattle, sheep and hog food. This design was suggested by the reading of the following passage in Mr. CHAMBERLAIN LIVINGSTON'S *Essay on Sheep*, which I received in 1812. After having stated the most proper means to be em-

ployed in raising them, he says: "I have found no manure and have bought none: if I could see me overstocked, not with mouths, but with food, owing to a little care in the cultivation of this invaluable Root, he would, I am sure, have a reason to be convinced, that, if any farmer in the United States is in want of food at this pinching season of the year, the fault is neither in the soil nor in the climate."

It is, therefore, of my mode of cultivating this Root in this Island, that I mean, at present to



BY HENRY HOMESPUN, JR.

"He that soweth the seed shall not sow; and he that reapeth the harvest shall not reap."—BUT—"He that tilleth his land shall have plenty of bread."—Ecclesiastes.

Vol. I.

ALBANY: SATURDAY, JUNE 5, 1819.

No. 1.

ORIGINAL.

We cannot, without breach of a custom coeval with the existence of periodical publications, introduce the first number of the *Plough Boy* to

engaged in supporting the bulwarks of party!—They believe themselves, and are believed by their readers, to be a necessary, indispensable corps of men; and this is a sufficient reason for their existence, if not an ample justification of

crease the quantity, improve the quality, and cheapen the labour of our native productions.—In every department of life, the sober maxims of FRANKLIN, of which we lost sight in the "golden days of commercial prosperity," must be revived

EARLY AMERICAN FARM JOURNALS

in the realization that unity of understanding is prerequisite to permanent social and economic accomplishment.

Farm Papers Classified. While agricultural journalism is by no means confined to farm papers, these publications, one or more of which are taken by every progressive farmer, are the most distinctive in the field. They may be roughly divided into several groups, each of which might in turn be greatly subdivided:

1. *The daily agricultural newspaper*, published in a large city and dealing chiefly, as a rule, with livestock marketing conditions. This is represented by the *Drovers Telegram* of Kansas City; the *Drovers Journal*, of Chicago; the *Live Stock Record*, of Buffalo; and the *Record-Stockman*, of Denver.

2. *The agricultural paper issued as the weekly or semiweekly edition of a daily newspaper.* This usually contains in brief form the news of the week, taken from the daily editions, but devotes special attention to agriculture. Of this type of publication the *Weekly Kansas City Star* and the *Twice-a-Week Globe-Democrat* (St. Louis) are ex-

amples. An occasional newspaper issues a farm paper as part of its country Sunday number, as *Orchard and Farm* is published by the San Francisco and the Los Angeles *Examiner*.

3. *The general farm magazine*, usually a monthly, intended to appeal to the general farmer in any part of the country. The *Farm Journal*, the *Country Gentleman*, *Farm and Fireside*, *Successful Farming*, and *Capper's Farmer*, are examples of this class. The tendency, even in the case of a national farm paper, is to strive to concentrate circulation in a specific region because of the advantage thus gained in seeking advertising contracts, but there nevertheless remains in most cases a rather extensive distribution of circulation.

4. *The sectional farm paper*, usually though not always a weekly, designed for the farmer in a specific region or state and consequently containing matter dealing with local farming conditions and problems. Examples of sectional papers are the *Progressive Farmer* (Southern), *Wallaces' Farmer* (cornbelt), *Kansas Farmer and Mail & Breeze* (Kansas), *Nebraska Farmer* (Nebraska), *Rural New-Yorker* (New York), *New England Homestead* (New England), *California Cultivator and Livestock and Dairy Journal* (California). There is a tendency for sectional farm papers to unite in groups, such as the Capper Farm Press and the Pacific Northwest Farm Trio, while certain publications, such as *Farm and Home*, sectionalize through issuing editions for various parts of the country.

The differentiation of the farm press has proceeded even to the county, where farm bureaus and other agricultural organizations often issue publications.

5. *The paper devoted to a special kind of farming*, whether intended for national or sectional circulation. The *Breeder's Gazette* is published primarily for the livestock farmer, the *Irrigation Review* for the farmer in arid or subhumid regions, *Hoard's Dairyman* for the dairy farmer, the *American Fruit Grower Magazine* for the fruit-grower, the *American Bee Journal* for the beekeeper. Many other more or less restricted types of farming are represented by periodical publications.

6. *The breed paper*, published for the specialist in a breed of livestock. The *Duroc Bulletin* and the *Holstein-Friesian World* are representatives of this class.

Variety in Farm Papers. Agricultural journals vary in size, tone, style, and appeal as much as do other periodicals. Some are printed in newspaper form. Others are in magazine form, but on news stock. Still others are printed on calendered book paper and are illustrated with fine-screen halftones. One paper

appeals to the more or less old-fashioned farmer with, perhaps, a sense of kindly humor. Another is designed for the wealthy land-owner. A third reaches the young, well-trained farmer ambitious to make a business success of his work. Some farm papers are popular magazines; others are really trade journals for farmers. A few represent farm organizations.

The circulation of American farm papers varies from a thousand or less to nearly a million. The subscription price ranges from 25 cents to \$3 a year, though a price above \$1 is rare. The total number of farm journals published in the United States is approximately five hundred. A number are in foreign languages.

Research Journals. Farm papers are read by actual farmers. They are read also by research workers in colleges and experiment stations, but the latter devote attention also to the highly scientific journals of research, such as the *Journal of Heredity*, the *Journal of Agricultural Research*, the *Journal of Dairy Science*, and the *Experiment Station Record*. These are few in number, and are contributed to almost exclusively by scientists engaged in actual research.

Class and Trade Papers. Certain class and trade journals also form a part of the agricultural journalism field. Journals dealing with the farm implement trade, with milling, flour, and grain, with dairy products, with commission merchandising, and with veterinary medicine—to mention a few concrete classes—necessarily handle subjects related to agriculture. The larger railways, particularly those running through partly developed agricultural regions, issue publicity journals in which they present farming matters.

A More General Field. The further field of agricultural journalism is represented by the daily and weekly newspapers and the general magazines. These are becoming constantly more friendly to the agricultural subject, as the general reader is becoming more and more interested in agricultural facts and comment. This field, which in the course of time will perhaps be the most promising for the agricultural writer, is practically limitless.

Agricultural vs. Ordinary Journalism. Agricultural journalism differs from ordinary journalism not only in that it deals with restricted subject matter but also in that it has perhaps more of a missionary character. The fundamental purpose of

the newspaper is to furnish the news; the fundamental purpose of the average magazine is to entertain. The writer on agricultural subjects wants to do more. He wants to make his material tend rather directly toward better agricultural principles and practices.

QUESTIONS

1. Why is agriculture the dominant industry of the United States?
2. What is comprised in modern agriculture?
3. To what groups of persons may writing on agricultural subjects be made to appeal?
4. Into what six groups may farm journals be divided?
5. Approximately how many farm journals are published in the United States?
6. What other publications afford a field for agricultural journalism?
7. How does agricultural journalism differ from ordinary journalism?

ASSIGNMENTS

1. Find what proportion of the population of your state is rural.
2. Find to what extent agricultural products are used in manufactures in your state.
3. What daily newspapers published in your state have farm departments? Analyze the contents of these farm departments as to subject matter.
4. Examine two daily papers that do not have farm departments. How many column inches of reading matter are there in each paper? How many columns of agricultural matter? Is this a fair proportion? Why?
5. What weekly newspapers in your state have farm departments? Analyze the contents of these departments.
6. Examine two good weekly newspapers that do not have farm departments. What proportion of the reading matter is agricultural? Is this a fair proportion? Why?
7. Examine a daily farm paper, and write a page discussing what seem to you its distinctive features.
8. Write several pages discussing the general farm paper which you prefer, and considering at least the following points: Subject matter, reliability, style, illustrations, general appearance, reason for your preference.
9. Make a list of the sectional farm papers that are published or circulate in your state. Look up in a newspaper directory the

circulation and subscription price of each. Write several pages discussing these papers and pointing out your preference.

10. Make a list of general farm papers, if any, published in your state. If none are published, list those which circulate largely in the state. From your observation, to what class of farmers should you say that each of these appeals? Write your answer, with reasons.

11. What kind of farming predominates in the vicinity of your home? What agricultural journal is taken by farmers interested in this kind of farming? Write two pages discussing this paper in relation to farming near your home.

12. Have any specific improvements in farm practices been made, to your knowledge, through published articles? If so, describe them in detail. Be sure to be specific as to time, place, and other important matters.

CHAPTER III

SOURCES OF AGRICULTURAL INFORMATION

"FIND the man who was there," is the advice of the city editor to the reporter whom he sends out to cover an important event that has already occurred. The city editor knows that the man who was there—or the men who were there—will be able to give the clearest, most definite, most authoritative information as to what actually happened. The same principle applies to agricultural journalism. It is up to the writer of agricultural news to "find the man who was there."

Agricultural news, however, does not, as a rule, "break" in the way that important city news does. A murder is committed in a city, or a fire breaks out. The city editor immediately sends his reporters to the persons who saw the murder committed or who were nearest to the fire when it started. For less significant news the city editor depends on the initiative of the reporters. Each reporter has a "run," or "beat," and is expected to cover whatever happens on that "run." Agricultural news has not the general sensational interest that some city news has, on the one hand, nor does it "break" along reporters' "runs," on the other hand. The sources of agricultural news are quite different from the sources of city news; nevertheless, the writer can get into touch with the men who can furnish the one almost as readily as with those who can supply the other.

The Farm is Fundamental. The fundamental thing in agriculture is the farm. If there were no farms, there would be no agriculture. This fact is at times overlooked by agricultural writers, who deal with agriculture as if it were confined to colleges, experiment stations, fairs, and boards of trade. All these are important, but they are secondary to the farm. The farmer is, preëminently, the man who is there. The first source of agricultural material is the farmer himself.

General news material suitable for city or country newspapers may be picked up by interviewing farmers when they come to town, or through country correspondents, as will be discussed later. In interviewing the farmer, even more than in interviewing other persons, the taking of numerous notes is likely to be disconcerting. The reporter should try to learn to carry the matter of an interview in his head until he has left the person interviewed, and to take notes in the latter's presence only when the exact words are of significance or when figures are given. He should not sacrifice accuracy to this practice, however; it is better to disconcert by note-making than to mislead by inaccuracy.

Valuable agricultural material can be obtained by visiting farms. Much material for good feature stories is secured in this way.

Copy from the Farmer. The successful agricultural paper welcomes copy from the farmer himself. Articles by the farmer and letters from him, even if lacking in some of the qualities of first-class writing, are worth while. If necessary, the articles may be rewritten. There is no man who has greater pride of opinion than the farmer, and no man who values more highly the experience of other men engaged in the same occupation.

It is nearly always difficult, however, to get farmers to write. Most men who enter upon farming are not naturally talented in writing, and farming is not an occupation conducive to fluent composition. It is often possible for a good reporter to get from a farmer an excellent story which the reporter will write in the first person, retaining the farmer's language as far as he can, and which the farmer will then be willing to sign. This practice is not infrequently followed by staff writers on farm journals which are anxious to obtain stories signed by practical farmers. Free-lance writers also do this to some extent, but usually do not care to do much of it unless the rate of payment is high, or unless their name is also attached to the stories — a practice which is growing and which, in fairness to all concerned, should become universal. Part of a writer's payment is generally considered to be in the attachment of his name to his work — except in a paper to the staff of which he belongs — for this gives him added reputation and causes a greater demand for his work from editors in general.

Colleges and Experiment Stations. Aside from the farmer himself, agricultural colleges and experiment stations offer probably the best source of agricultural copy. They furnish new matter, such as results of experiments, and older material which should be called to the attention of the farmer at frequent intervals. A certain amount of prejudice against these institutions still exists, especially among the older, less progressive farmers, and newspapers handling agricultural news, as well as farm journals, are careful not to devote too much space to material from the colleges and stations. To do so would only arouse antagonism and hinder the cause of better farming, to which agricultural writing is dedicated. Practically all papers that handle any agricultural copy, however, are glad to use some from agricultural colleges and experiment stations.

There comes to the desk of every editor a great deal of material from the information, or publicity, departments of these institutions. Much of this material may be used verbatim by newspapers within the state from which it comes. Usually it must be much abridged if it is to be published in agricultural journals.

Agricultural bulletins are always worth mentioning and often are deserving of more extended treatment.

Articles by Specialists. Special articles, which usually are better adapted than is the general material to the use of publications devoting a good deal of space to agriculture, are obtainable from faculty members who are authorities in their respective fields. Care must be taken that the material is not so dogmatic in tone as to antagonize the farmer and that it does not deal with ideal rather than practical conditions.

The professional writer who visits an agricultural college usually obtains better stories than can be got from the members of the faculty. He is, as a rule, a better writer, and he has the viewpoint of the reader of periodicals, rather than that of the specialist in a single phase of agriculture. Even material by students is often found more acceptable to the average publication than is the writing of specialists.

The Department of Agriculture. Much acceptable material is obtainable from the United States Department of Agriculture. Much of the agricultural plate matter available is from this source. Thousands of bulletins are published. The depart-

ment also maintains an elaborate system of distributing information to the newspapers. A great deal of special material, with good photographs, may often be picked up by a writer who is able to visit the offices of the department.

Other Sources. County agricultural agents and demonstration agents and lecturers are sources of good agricultural material. They know many interesting and significant incidents. Farmers' meetings, county and state fairs, and special agricultural exhibits of all sorts afford opportunities to obtain interesting copy. Markets are an important source of agricultural news, but are usually covered in a special manner, as will be noted hereafter.¹

Some material may be obtained from railroads, from farm implement companies, and from other agencies interested in agricultural promotion. Material from any commercial source should be carefully scanned for biased statements and for "free advertising." Many firms do not resort to any such means, but there are many which do, and a paper is discredited if its published matter belongs to the categories mentioned.

Verification. A considerable part of agricultural matter is highly technical. Obviously, it must be popularized before being published in a newspaper, a farm journal, or a general magazine. In the process of popularization there is danger that inaccuracy may be introduced. A writer well trained in agriculture is less liable to this danger, but even he will do well to seek verification from authoritative sources on certain stories. In seeking out sources of agricultural news, one is wise to locate also individuals in various fields to whom matter may be submitted for verification. No other quality can take the place of accuracy.

QUESTIONS

1. Why is the advice, "Find the man who was there," given to the reporter? What does it mean?
2. How may this advice be applied to agricultural writing?
3. Why is news from the farm particularly valuable? How may it be obtained?
4. What classes of material may be obtained from agricultural colleges and experiment stations? What cautions must be observed in handling this material?

¹ See pp. 50 ff.

5. What classes of material may be obtained from the United States Department of Agriculture?
6. From what other sources may agricultural news be got?

ASSIGNMENTS

1. Examine a state farm weekly, and classify the material in it from the standpoint of source, finding how many inches of copy are from each of the sources mentioned in this chapter.
2. Examine likewise a general farm weekly and classify the material in it.
3. Examine likewise a general farm monthly, and classify the material in it.
4. Make a plan showing approximately what proportion of copy from each of these sources you regard as ideal, for
 - a. A state farm weekly.
 - b. A general farm weekly.
 - c. A general farm monthly.
5. If a daily or weekly newspaper which devotes considerable attention to agriculture is published in your locality, classify the agricultural material in it from the standpoint of source.

CHAPTER IV

THE AGRICULTURAL NEWS STORY

A CORRESPONDENT for a country weekly in the Middle West, during a local drouth which had been felt for days by every man, woman, and child in the county, began his weekly letter with this almost classically brief item of so-called news:

Corn in this neighborhood needs rain.

Unquestionably this is an unbiased public report, timely, interesting, perhaps significant and valuable, all qualities that agricultural news contains. Yet this is no more news than the casual remark, "Well, it's been hot today," or Selina's comment in *So Big*: "Cabbages are beautiful." The item falls short of being news because it lacks detail. The exact extent of the drouth in the neighborhood, how farmers planned to make use of the corn in case the ears failed to mature, whether other crops suffered for want of rainfall, and the proportion of corn acreage to that of other crops, are points that might have been added to the opening statement, "Corn in this neighborhood needs rain."

Another example of an item that just missed being news is the following, reported in a south Missouri country newspaper:

The Chadwick picnic was a complete success, excepting Mr. Buster Eslick, who had charge of the fireworks, met with a terrible accident while preparing the balloon for its flight. The balloon caught fire, causing a great disaster. Luckily no one was seriously injured.

Here was an opportunity to chronicle a bit of human interest (or was it a bit of tragedy?) in connection with a report of the country picnic, a kind of recreation that certainly has community value as well as interest. Instead the reader is left to guess what "the terrible accident" and "the great disaster" may have been since "no one was seriously injured." One is inclined

to think that the reporter, trying to have his little joke, missed his opportunity.

Must Contain Details. A news story, then, is something more than an unbiased, timely, public report of something that is interesting, important, significant, or valuable to a number of persons. It must contain certain details. Compare the foregoing item with the following, contributed by a country correspondent:

Henry Knudson and George Rapp delivered hogs to Ross Stice the first of the week.

Three important details are here presented — *who, what, when*. The item would have been even more interesting if the writer had told *where, why, and how*. In the following somewhat freakish country item both *how* and *why* call for explanation:

There are not many people who would think of using a blanket and flatirons as an incubator, but that is what Mrs. Jack McNeal of this city did and with no other paraphernalia except that hatched 77 live chicks from 100 eggs.

All the news possibilities of the ordinary personal item, or local, of the community newspaper — the birth notice, the visiting item, the wedding announcement, and sometimes the death notice — are usually treated within the space of a brief paragraph, frequently a single sentence. Much local agricultural news, as well as other local news, may be written as one- to four-sentence locals. This item, for instance, while by no means exhausting the news possibilities of the event, tells a well-rounded story:

Frank Butler brought a turnip to the *News* office Friday that was sure some turnip. It was 18 inches long, 21½ inches in circumference, and weighed seven pounds and one ounce. He pulled another turnip from his patch a few days ago and it made three meals for two families. He raised them in his garden in the west part of town.

The Lead of a News Story. News of a more complex nature requires a different, though no more difficult, treatment than that of the well-written local. The well-written local includes all the essential facts within a paragraph. The well-written news story includes the most important facts within the lead paragraph (or within the first several paragraphs, if the story be very

complex). This is the so-called "lead" of the news story. The rest of the news story, that is, the elaboration of the lead, is the "body." The following paragraph, taken from the lead of a United Press story, written by D. D. Meredith, might stand alone as a well-written local item:

Curtis L. Mosher, governor of the Ninth District Federal Reserve Bank, today told the United Press the greatest crime ever committed against agriculture was the settlement of practically worthless government land by barbers, musicians, wrestlers, sailors, paper-hangers, and others who did not know the first principles of agriculture.

The lead of this story contained four paragraphs of which the foregoing was the fourth. How the lead was elaborated in the body of the story by direct quotation of the person interviewed is evident from a glance at the story in its entirety:

Minneapolis, Aug. 22. — The day of romance when the tenderfoot could venture westward to carve a new family fortune from unsettled lands is gone.

Brush knives and grub hoes are a thing of the past. The settler who made the great West is now no more.

Agricultural conditions today forbid the shoe clerk and underpaid school teacher from the cities trying to eke out an existence from a plat of underbrush claimed from government lands. Failure of the poor inexperienced settler has proved that farming is now a profession and crop production a science.

Curtis L. Mosher, governor of the Ninth District Federal Reserve Bank, today told the United Press the greatest crime ever committed against agriculture was the settlement of practically worthless government lands by barbers, musicians, wrestlers, sailors, paper-hangers and others who did not know the first principles of agriculture.

"In an area of Montana where farm failures were greatest, it was found that 51 per cent of those who went on the land were without previous farming experience and 30 per cent had no capital," he said. "Among them were men from 63 occupations other than farming.

"From that same area last year came a shipment of wheat to Minneapolis which contained the highest percentage of protein on record. This wheat brought a premium of 62 cents a bushel on the Minneapolis market. It was grown by an experienced farmer. He got \$2.20 a bushel net for his wheat.

"There is just as much folly in sending an inexperienced man to the farm as there is in putting an inexperienced man on a die-cutting machine. Either will fail.

"Of course there is still a great deal of land to be cleared in the Northwest. There must always be that development. But conditions have changed.

"I know of no section of the United States today where good agricultural land is available to the experienced and competent farmer on a better basis than in Minnesota, the Dakotas, and the agricultural section of Montana."

Agricultural News Defined. Summarizing, agricultural news is a detailed, unbiased, timely, public report of anything pertaining to agriculture or country life that is interesting, valuable, or important to a number of persons. An agricultural news story is a written account of such news containing (1) a lead, which is a brief statement in one or more paragraphs of the most important facts, followed by (2) the body of the story, which is an elaboration of the facts presented in the lead.

Purposes of the Lead. The purposes of the lead are (1) to attract the attention and hold the interest of the reader, (2) to insure rapid reading, and (3) to enable the editor to shorten the story if desirable, either before or after it is in type, without the necessity of having it rewritten or reset.

Variety in Opening Sentences. Variety of expression in the opening sentence of the lead helps attract the attention of the reader. Variety may be obtained by the use of the different grammatical forms of sentence beginnings here listed and illustrated:

1. *A noun as subject of the sentence:*

Cass County has the largest individual grower of soybeans and cowpeas in the state.

2. *A prepositional phrase:*

Since its establishment in 1922, the Smith-Hughes vocational agricultural department in Oak Harbor high school has been a steady influence toward better agricultural methods in central Ottawa County.

3. *A substantive clause:*

That the shaking of the cream bottles causes the formation of the cream plug has been recently determined by a Wisconsin man.

4. *A participial phrase:*

Keeping a complete set of books on a thoroughly business basis is one of the distinctive features of the Henry Van Zante farm of 240 acres near Eddyville, Wapello County.

5. *A direct quotation:*

"If you want plenty of spuds, plant certified seed," suggests the state plant board to all who wish to plant Irish potatoes during the next few weeks.

6. *An infinitive phrase:*

To get the best results with rhubarb, one should dig up the roots and divide them every five or six years.

7. *A dependent clause:*

Because farmers of Crawford County failed to observe fly-free date in planting wheat, the wheat loss this year is one-half million dollars.

Playing up the Feature. What element in a given piece of news should be given prominence — "played up" or "featured," to use newspaper terms — depends upon what element, in the opinion of the reporter, will have the most value, interest, or importance to the readers of the paper. A convenient test to put to any piece of news to determine which feature to play up is contained in the questions Who? Where? When? Why? How? Having decided whether the person in the news, the place, the time, the reason, or the manner of the occurrence, deserves first place, the reporter has disposed of the most difficult and important problem in the construction of the story.

Clearness and Conciseness Demanded. Clearness, conciseness, and freshness of expression are fundamental considerations. The agricultural news writer should employ the vocabulary of the intelligent farm reader. This implies a knowledge, on the part of the writer, of the technical terminology of the farm. The agricultural news story carries its message with a minimum of effort for the reader. The composition is short and its component parts are short. Few agricultural news stories should be longer than 1,000 words. Subjects justifying greater length may be treated in two or more stories, each with a separate head and lead. Observe the effectiveness of the following tersely written story from the New York State College of Agriculture. A little more than 400 words in length, the story spans 100 years of agricultural progress.

Ithaca, N. Y. — "Farmers are living under better conditions than they did a hundred years ago," says A. B. Genung of the state college of agriculture here, "but they're paying well for the privilege."

Farm taxes are from six to 40 times what they were in 1825, according to how it is figured. Mr. Genung has facts from six farms in

the township of Dryden, Tompkins County, that show what was paid in taxes in 1825 and in 1925 on the same property.

In dollars and cents, the taxes for these six farms are from 35 to 60 times what they were 100 years ago, with an average of 44. That is, one farm that paid a total tax of \$2.88 in 1825 paid a tax of \$128.92 in 1925. The tax in both cases includes state, county, and local levies — all real estate taxes paid excepting the collector's fee, which was 1 per cent in 1925 and unknown in 1825.

Using wheat as a standard of measurement, these farmers, on the average, would have to raise 104 bushels of wheat to pay the taxes that were paid in 1825 with three bushels.

The number of days' labor does not show quite so much difference; 37 days' labor in 1925 would pay the taxes where six days' labor would suffice in 1825.

Mr. Genung calls attention to changes in conditions: "The period from 1825 to the present has seen most of the clearing of the land, the building of frame houses and barns, the building and rebuilding of schoolhouses, roads, and bridges, the establishment of villages, the building of railroads and telephones, and the advent of horse-drawn farm machinery, motorized machinery, and electricity.

"The community advantages enjoyed by these farmers of today over those of 100 years ago represent a remarkable development. On the other hand, the burden of paying for all this development and administration of roads, schools, and community betterments has come to be a very serious problem. It is so much of a problem that farm ownership and operation are being materially influenced by it.

"The tax situation emphasizes sharply the underlying disparity which exists between prices of farm products and wages. Farmers say it is impossible to hire labor today and get a dollar for the one expended."

Study the Reader's Viewpoint. The point of view of the readers is an important consideration. Not only will the subject matter be determined to a large extent by the kind of reading public for which an agricultural story is intended; the points to be emphasized, and the diction likewise, will be influenced by the readers whom the reporter visualizes as he writes his story. This story by Frank Ridgeway, agricultural editor of the *Chicago Tribune*, obviously was intended to appeal primarily to the *Tribune's* city readers, and had little in it for the average farmer:

East-of-the-Chimneys, a chicken, goat, and dog farm near Batavia, Ill., is being successfully run by two former Chicago girls, who got

tired of the hubbub, hurry-up life of the "city of go." They traded their jobs of running the business end of a dramatic magazine for the task of gathering eggs, milking goats, and feeding whining pups, all for the purpose of making a living in the open.

The two girls, Miss Julia Clymer, former advertising manager, and Miss Estelle Snow, former circulation manager of the *Drama* magazine, bought the East-of-the-Chimneys farm of 15 acres and took charge of it about a year and a half ago. They resigned their positions, donned knickerbockers, and started out in a field quite foreign to dramatics. In managing the farm and selling eggs, chickens, goats' milk, and puppies they are employing the same business principles and salesmanship methods they used in adding new names to the magazine's list of subscribers and selling white space to advertisers.

They found what city people want to buy — eggs, milk, chickens, and pups — and picked out animals that women can easily manage and care for. They have demonstrated to city and country girls that there are other ways for a woman to make a living besides pounding typewriters, measuring ribbon, making hats, dressing hair, manicuring, or operating a telephone switchboard.

On the farm, in the Fox River valley a half mile southeast of Batavia, the two girls do all of the work. Ten acres of the place are used to grow alfalfa, which furnishes range and pasture for goats and chickens. An orchard, grape arbor, vegetable garden, and farm buildings cover the other five acres.

All their eggs are shipped to special customers, who pay a premium price. The 660 layers kept on the place throughout the year produce on an average of 225 dozens of eggs a week; 205 dozens are sold to a candy store and two restaurants in Chicago. The other 20 dozen are sold to individuals.

The three business firms pay a premium price of 5 cents a dozen above the highest price quoted in the *Tribune* each day. The buyers pay the transportation cost both ways, so that the price to the East-of-the-Chimneys farm is net. These eggs are shipped by express in 30 dozens cases at a cost of 48 cents a case from Batavia to Chicago, a distance of 32 miles.

The individual customers, in order to get fresh eggs from the country, pay premium of 10 cents a dozen above the highest quotation and also pay the parcel post charges, 6 cents a dozen.

Through this direct method of selling a net profit of \$2 a hen is made each year, or a total of \$1,320 on the flock annually.

A definite system of management is followed by the girl managers. They do not attempt to incubate the eggs on the farm. This year they bought 1,400 White Leghorn baby chicks at 25 cents each. All

of them came from trap nested flocks where the birds produce not less than 200 eggs each year. Approximately 1,200 of the chicks were brought up to frying size; 600 were cockerels and the rest pullets. A few days ago Miss Clymer said they sold all of the cockerels, averaging two pounds each, at 26 cents a pound. By selling to a local dealer the owners believe they made more money than if they had shipped them to Chicago, paid the transportation charges, and stood the shrinkage, with the wholesale price around 30 cents a pound.

The pullets are all being kept; a few of them will be used as fryers and the usual 660 will be kept for winter layers to replace the old hens, which are not kept over the second winter at East-of-the-Chimneys.

"In June we began culling," said Miss Clymer. "We have already culled our hens twice and sold the culls. All the rest of our layers — last year's pullets — will be sold by the middle of August, because we never keep hens more than one year. We get 18 cents a pound for hens, and they average $3\frac{1}{2}$ pounds."

The hens are kept in a tile poultry house, equipped with 132 nests, or one nest for every five birds. The layers enter the nest from the rear. When the eggs are gathered, the drawerlike nests are pulled out in front.

Galvanized water fountains equipped with lamps so the water can be warmed in winter are kept in the poultry house.

The owners of East-of-the-Chimneys farm say the tile house is much warmer in the winter and cooler in summer, and is much more desirable than a house made of wood. Last winter when the temperature went down around 20 degrees below zero and frozen comb chickens were common all over the Middle West, only two chickens suffered from frozen combs at this farm.

Fifteen purebred Toggenburg milk goats are kept on the farm; seven are does giving from three to five quarts of milk a day. Twelve quarts are sold each day to the Kane County Tuberculosis Sanitarium at 50 cents a quart, bringing in more than \$2,000 a year. The rest of the milk is used on the farm.

Most of the milk is fed to patients, suffering from malnutrition, who are sent to East-of-the-Chimneys farm by Chicago physicians. The girls are equipped to take care of six patients, who are fed goats' milk as the principal part of the diet prescribed by nutrition experts. A mother and child are charged \$30 a week for this service, which includes the goats' milk.

Miss Clymer is a graduate of Lake Forest University, Lake Forest, Ill.; Miss Snow of Simpson College, Birmingham, Ala., and a former postgraduate student at the University of Chicago. She has had practical experience in farming, having been on her father's ranch in

New Mexico for six years, where she raised Duroc-Jersey hogs, Rambouillet sheep, Jersey cattle, Airedale dogs, and greyhounds. Her success as a ranch-woman in New Mexico encouraged her to try the unique and specialized idea of farming that she and Miss Clymer follow on their East-of-the-Chimneys farm.

The following story by C. E. Trout in the *Milwaukee Journal*, on the other hand, is frankly intended for the farm reader:

Seventeen of the 50 litters which were entered in Wisconsin's second ton litter contest in 1924 made the required weight for age and 12 actually reached the ton weight, some of them making that weight before they were the full six months of age, final reports by H. J. Brant, who had charged of the contest, show.

The original entries were from 17 counties. Divided according to breeds, there were 19 Duroc Jersey litters, nine Poland Chinas, eight Hampshires, six crossbreds, five Chester Whites, two Berkshires, and one spotted Poland China. Among the winners are six purebred Duroc Jerseys, four Hampshires, three Poland Chinas, three crossbreds, and one Berkshire. All litters as required by the rules of the contest were sired by a purebred.

Skimmilk and pasture were important parts of the feed for the litters which qualified. Reports on the feed and care of 12 of the 17 litters which reached the required weight show that they were all fed dairy byproducts, mostly skimmilk and buttermilk with some whey, and all ran on pasture. Clover and alfalfa pastures were about equally favored. One litter ran on common grass pasture and one on oats and rape.

Profiting by the experience of other states where good breeding was found to be essential to success with ton litters, Wisconsin started her contest with the requirement that all litters should be sired by a registered boar. Certificates are awarded to all litters that qualify for weight.

Three of the 1924 litters which qualified in Wisconsin were developed by boy and girl club members. Chester Manthei showed his second ton litter this season. Leroy Schramm of Green County is a club boy, and Veva Divan, who owned the litter which won at the Green County fair, has been one of the outstanding club members of the state for several years.

That the ton litter contest is a practical demonstration on a large scale of economical pork production is the opinion of leaders all over the country. The contests have shown the value of a good sire, have aided in selecting sows on the basis of performance, have brought out the economy of saving a large per cent of the pigs farrowed, and have led the way in profitable management, feeding, and care.

Most of the breeders whose litters qualified report that they took special, but not unreasonable, care to prevent the loss of pigs. The sows were well housed at farrowing time in sanitary quarters. The houses and lots were kept clean and disinfected to prevent disease. Cleanliness is stressed by several as the way they prevented disease.

Say it in Few Words. Paragraphs, sentences, and words in the agricultural news story are short. The paragraphs, containing a brief elaboration of a topic—or a statement of the topic if it be the lead paragraph—should average 50 to 75 words in length. The opening sentence of the story may contain as many words as an average paragraph. Other sentences of more than 30 words in length should be few, and the average ought to fall between 15 and 25 words. Say it in as few words as possible consistent with clarity, is a good rule for the agricultural news writer to follow.

The diction of the agricultural story is in keeping with what has been said regarding the whole composition, the paragraph, and the sentence. Short words of Anglo-Saxon origin are best adapted to convey ideas to the average reader. Where necessary, terms applying to agriculture or related subjects should be used with little or no explanation. The terms ordinarily applied on the farm must be a part of the agricultural writer's equipment if he is to write convincingly of the farming business or of rural life.

Value as a Gauge of News. News values are constantly changing. The reading public, not the editor, is responsible for the changes. The editor may not live by the rule, "Give the readers what they want," but in order to get his paper read he must, at least, see that it gains their attention. Yesterday politics was news, today religion may occupy the front page. The thing that interests the city dweller may not interest the farmer. Certainly much that interests the farmer as news would not interest the city dweller. Agricultural news has a gauge which is quite distinct from the gauge applied to news in general. The quality most sought in agricultural news, and its surest gauge, is value.

Each Story Contains a "Moral." Practically every agricultural news article contains a "moral." The "moral" is a more or less veiled piece of advice which can be followed to ad-

vantage by the reader. This difference between the ordinary news story and the article on an agricultural subject is fundamental and must be borne in mind by the writer. It is true also, if somewhat unfortunate from the standpoint merely of interest, that the agricultural story must frequently be qualified. All the factors which enter into a subject under discussion must be incorporated if one is to have an article of profit to his farmer readers. For illustration, a description of how a farmer grew 100 bushels of corn to the acre for five years—a remarkable achievement—would not be complete without describing all the factors, if even briefly, which entered into that feat—methods of tillage, date of planting, the fact that the farmer planted three kernels of corn to the hill. That fact is unusual and the untrained writer might emphasize it unduly, giving the impression that if every farmer planted three grains to a hill he also would get 100 bushels to the acre. Yet every practical farmer would know that a field planted with three kernels to a hill under average conditions would not yield five bushels to the acre but that the other cultural methods, along with the heavy planting, had a bearing. The following story from the Sandusky (Ohio) *Register*, with its thoroughgoing presentation of all the factors in the success of a poultry farm, illustrates the point:

Persistent culling all through the summer, together with good feeding and care, have been the factors that have given remarkably good results with the poultry flock on the Erf farm in Lyme Township, Huron County. Accurate records are kept so that there is no guess work about the standing of the hens in this flock.

Miss Cora Erf has the main charge of the poultry on this farm. She does not consider one culling sufficient to get all the poor hens out. When only one culling is done a hen may perhaps show at that time indications of being a good producer but by culling each month through the summer one makes much more certain of getting all the poor producers out of the flock. The aim in this flock is to have about one-third mature hens and two-thirds pullets. As long as a hen lays she is kept in the flock. The plan is to have the pullets well started in production by November 1. Quite a number of them start laying in October. This makes it possible to take advantage of the high prices for eggs that is secured during November and December.

The average production per hen in this flock for the year ending November 1, 1923, was 153.2 eggs per hen. The flock averaged 107

hens for the year. When it is remembered that the average hen produces only 90 eggs a year, it will be realized that a great improvement has taken place in this flock. When records were first started for the poultry flock on the Erf farm only 120 eggs per hen were realized for the year. This number was realized after culling had been practiced that year.

The feed cost per hen for the year was \$1.84. The total receipts for the entire flock of 107 hens was \$783, while the total expense was \$351.26 for the flock.

Lights are used from about November 15 to April 1. The lights are turned on in the morning about 6 o'clock and the early scratch feed given. Later in the morning green feed is given. This consists of cabbage, beets, and silage while these are available, and, during the season when green feeds are scarce, sprouted oats are fed to supply green material in the ration. At noon a moist mash is given. This is moistened with sour milk, which enables a reduction in the amount of meat scrap that is needed in the feed. A scratch feed of corn is given in the evening.

At about 8 o'clock the lights are turned on and a full feed of corn given. The standard mash, which is kept in the self-feeder before the flock at all times, consists of 100 pounds ground corn, 100 pounds ground oats, 200 pounds ground wheat, and 75 pounds meat scrap. This is mixed and placed in the hopper. When milk is not fed the flock regularly a greater amount of meat scrap is necessary. Oyster shell is kept constantly before the hens, and limestone, ground to the proper size, takes care of the need for grit.

Little chicks are hatched from the eggs produced from the flock. The eggs are taken to the hatchery. In this manner the flock is gradually built up. From 200 to 250 chickens are raised each year. These are grown in the brooder. They are hatched in two bunches so that they can be given better care and attention. The aim is to have them come about the last of March and first part of April. The cockerels are separated from the pullets as early as possible. These are sold for broilers. All during the summer the chickens are kept on the mash. The chicks are started on sour milk. Scratch feed is fed five times at first. When they get a little older the chicks receive scratch feed three times a day and this is finally cut down to twice a day.

The monthly egg production of the flock of 107 Barred Plymouth Rock hens for the year is as follows, starting November 1:

November	934	eggs
December	1,097	"
January	1,250	"
February	1,527	"
March	2,228	"
April	2,067	"
May	1,798	"
June	1,442	"
July	1,276	"
August	1,143	"
September	994	"
October	636	"
Total egg production	16,392	"

The Time Element. Whether the reader accepts, or can, in fact, follow the advice in the "moral" depends largely upon the time at which he receives it. Perhaps the most effective period in which to point a moral is at the very time when a farmer in his operations is facing a new or difficult problem. During the spring of 1925 in Kansas farmers came to realize that they had suffered a great loss in alfalfa acreage in the winter period. An article calling attention to the fact that this loss in alfalfa acreage was due to the use of imported seed instead of acclimated varieties, printed at the time the farmer was sadly viewing his dead fields, carried an impressiveness which could not be gainsaid:

Kansas farmers lost thousands of dollars this last year as a result of using imported alfalfa seed not adapted to their conditions. Many fields seeded a year ago or last fall on well prepared ground and with favorable moisture conditions are now dead and for no other reason than that the seed was shipped in from South Africa, Southern Europe, and other countries of mild winters.

The article went on to name, and give the experiences of, six farmers who lost alfalfa acreage as a result of using imported seed. It also stressed the experience of several farmers with fields planted to Kansas seed which survived the winter.

The moral of the story was plain, the argument clear. It was a simple statement of fact, based on the experiences of farmers themselves and told in a manner at which no farmer could take offense. Such a procedure in driving home a moral about farm practices also could be followed in the case of winter wheat, when

there has been a period of severe winterkilling, or in many other farm operations.

The next most effective time for pointing a moral, or giving advice in an agricultural story, is at the season when the practices are being followed.

Seasonable Articles Essential. As farm operations are seasonal in character, so, in the main, must be articles dealing with those practices. For instance, a discussion of hog lot sanitation — that recent swine management practice which has been so valuable to the hog producer — will be effective if printed just before the farrowing season opens, when the farmer, preparing for the care of the pigs he expects soon to arrive, can follow the methods outlined.

A story in which the advice is slightly veiled, but which told interesting news at a time when it was of great value to a large group of farmers, is given here for illustration. It appeared in the February 20 issue of the *Weekly Kansas City Star*, a month or so before the spring pig crop generally was due to arrive, so that the methods described could be used by any interested farmer.

Lawrence, Kan.—Hogs raised cheaper than any pig crop in 20 years, yet the thriftiest, best gaining hogs he has ever had, is Fred G. Laptad's initial experience in hog sanitation. Mr. Laptad, well known hog breeder and seed corn specialist, is using the movable-house, fresh-pasture arrangement for producing his Duroc and Poland China pure-breds.

The adventure in hog sanitation on the Laptad farm began last fall after a costly experience with mixed infection and round worms. Sows had farrowed and the pigs grown in lots near the barn, which had been in use continuously for 12 years. For the last three years of that period Mr. Laptad reports that he lost an average of 40 per cent of his pigs after the sows had got the litters started. The loss was slow, but continuous, one or two pigs dying every week.

"And the rest," added Mr. Laptad, "didn't do very well, despite all the care and feed I could give them. Many were runty and generally unthrifty."

About a year ago L. D. Cuff of the Kansas City Livestock Exchange showed his famous hog sanitation film, "Exit Ascaris," in Douglas County. This film is a pictorial story of how round worms and other pig infections are controlled by getting the pigs away from infected soil. Cleaning the sow thoroughly before farrowing, then putting her

in a cleaned house on fresh ground and allowing the litter to grow up on pasture unused by hogs before, was the simple remedy suggested.

Mr. Laptad wasn't greatly impressed with the film. He disliked putting his purebred breeding stock out in the comparative hardship of a pasture. But conditions under the old management were threatening to force him out of the hog game and hogs weren't at a particularly fancy price anyway.

So he put skids under his "A" type houses—he had been using "A" type in his permanent hog lots—and dragged them behind a tractor out to an alfalfa patch. There the sows farrowed last fall and there last fall's pig crop is still running.

"I never gave a bunch of pigs less care in my life," said Mr. Laptad Saturday. "Neither did I ever feed a bunch of shoats less. Hogs have been low and instead of feeding high priced tankage, I've let the pigs root for worms, and fed considerable roughage such as green alfalfa hay. Ground oats also have been fed to keep them growing nicely, but practically no corn.

"Yet I never got more size, vigor, or thriftiness when I was using heavy feeding in the old lots. I've never had a bunch of shoats do better in my 20 years of raising hogs. Where I lost an average of 40 per cent of my pigs after the sows got the pigs started in the old lots, I haven't lost a one out here in the pasture, and there isn't a louse on a single one."

Mr. Laptad weighed a September 10 Duroc boar Saturday, a stretchy, vigorous animal. He tipped the beam at 191 pounds, having gained a little better than a pound a day on a cheap growing ration.

The loss the Laptad stock farm has suffered from mixed infection would be difficult to estimate, Mr. Laptad said. One saving in the pocket has been \$30 to \$40 spent in previous farrowing seasons for mixed infection bacteria. It was not used in the batch of pigs produced on clean ground. Then there was greater loss in unthrifty pigs, wasted feed, and loss of fertility.

Mr. Laptad's experience with the new method of hog sanitation has convinced him that the movable fence and the winter supply are the two most important features.

Mr. Laptad plans a one-year rotation with his hogs. The present shoats will be moved out into a new 10-acre alfalfa pasture seeded last fall, which shows an almost perfect stand. The sows will be brought into the 3-acre patch to farrow their pigs. When the new crop of shoats is moved out of this patch it will be plowed up and put in alfalfa. Mr. Laptad plans to add 10 acres of alfalfa to the farm every year.

The old hog lots near the barn will go into Sudan grass this

spring. Instead of a breeding ground for mixed infection and round worms the old lots will be expected to produce something to the farm income, rather than be a bar to profitable hog production.

News that Can't Wait. Not all agricultural news can be treated in the manner outlined, and exceptions must be taken to the rule. In the case of some major farm practice, such as corn growing or livestock management, announcement of important discoveries must be printed as soon as they are released for publication. But even they can be outlined again in their season of greatest effectiveness.

The following story, announcing the naming of a new variety of tomato and reviewing its qualities appeared in an early spring issue of the *Kansas Industrialist*, although a news story announcing the development of the variety had been published six months previous. The original story had contained the information that the agricultural college was prepared to distribute seed of the variety.

A new variety of tomato, the Kanora, formerly known as Kansas 9B, has been developed at the Kansas Agricultural Experiment Station through experiments directed by Prof. R. P. White, assistant plant pathologist.

The tomato has the fruit qualities of the John Bear variety, producing deep red, medium to large fruits with the added quality of wilt resistance.

Wilt of tomatoes is a fungous disease which threatens the tomato production of this country, especially in the south, middle west, and Atlantic coast states as far north as New Jersey. Conditions favorable for the development of the disease are relatively high temperatures and a normal or above normal precipitation.

The annual loss on tomatoes due to wilt is an enormous sum, the amount in Kansas alone reaching \$35,000.

There is only one practical method of controlling tomato wilt—growing plants resistant to the organism which causes the disease. Experiments at the college have been going on for a number of years, during which time the investigators' greatest problem was to produce a tomato that produced a high yield of quality fruit as well as being wilt-resistant.

Several varieties have been grown during these investigations and some proved to be wilt-resistant, however, yields in most cases have been low, or the variety has been found to be late maturing.

Experiments extending over a period of six years have shown that

the resistant varieties are better yielders than the best known susceptible varieties, on both badly infected or "tomato sick" soil and on clean soil.

Kanora, the new variety developed, has been found to produce 5.62 pounds of fruit per plant yearly. Louisiana Red, another resistant variety, produces 5.24 pounds, and Louisiana Pink 5.04 pounds. Bonny Best, a variety susceptible to wilt, produced 4.52 pounds per plant, John Bear 4.48 pounds, and Earliana 3.55 pounds, on clean soil. On badly infested soil the yield of such varieties is almost nothing due to the early death of the plants.

Seed of the Kanora tomato has been distributed to a large number of growers in the state of Kansas, more than 300 requests having been received, according to Professor White. For trial purposes the seed has been sent to 22 other states, and to one foreign country where wilt is known to be prevalent.

Spot News. Another kind of agricultural news that cannot wait for a future edition is what the news editor of a daily would term "spot news." Accounts of radical changes in the price of farm products, stories of important developments in the condition of growing crops, such as winterkilling of a large area of wheat, drouths which are damaging corn, and infestations of insects harmful to crops, and of contagious diseases, are cited as examples. The following story, to be of value to readers of the publication, must have been published at the earliest possible date:

Army cutworms have destroyed thousands of acres of wheat in Reno, Kingman, and Harper counties of Kansas and in a few northern Oklahoma counties this spring, according to reports received by the entomology department of the Kansas State Agricultural College.

For the control of the worm the entomology department recommends the use of poison bran mash, mixed according to the same formula as that used to poison grasshoppers. The poison should be put out on warm days as the worms are more active during the day, in contrast to most cutworms, which feed at night.

If devastations of the worm are not checked the worm infestation will materially reduce the wheat crop, according to local entomologists.

A few worms have been found in alfalfa but the damage to this crop has been slight so far.

The impression is not intended to be given that only articles of seasonable character are available for publication as agricul-

tural news. Even seasonable stories, when carefully prepared and in such form that they may be held for some time in the editor's office, are frequently accepted by the editor, who retains them until they are more timely. Articles which have no particularly seasonal significance are always in demand, but it is the timely story that the editor is constantly seeking.

Driving the Message Home. Reference has been made to the moral in articles on agriculture. The method in which this moral, or advice, is handled in the article is almost as important as the timeliness feature. Not a little tact is required of a writer of the agricultural news story in driving the message home without appearing to do so.

Let the Farm Say It. The most practical method is to let the farmer or his farm say it—to write a story about some farmer who is following the method to be outlined. This is not so difficult as it appears, as practically every new practice evolved by agricultural research workers is tried out under actual farm conditions before being announced. Where the writer of agricultural news stories finds such a farm he has discovered a story that is half written.

Such a plan is followed by the editors of one great agricultural newspaper to emphasize a worth-while farm practice. Farms are sought out, the farmer interviewed, his methods examined, and his equipment photographed.

That method has been followed by this paper each spring for several years in the case of hog lot sanitation. Farmers in half a dozen states are visited in the late winter, results of sanitation practices the previous year are obtained, and the farmers' plans for the coming pig crop outlined. Reading of how John Jones brought his litters from an average of four pigs to six, and how these large litters were made to weigh 200 pounds a pig at 6 months of age, make a story of remarkable effectiveness. That this method of pointing the moral has been effective has been indicated by letters received from farmers by this paper informing it of their conversion to hog lot sanitation.

Take Charge of the Interview. There are two extremes of people in the news whom reporters interview. One of these is the experienced press agent type who literally "takes charge of the interview." He talks a great deal but manages somehow to say nothing. The other extreme is the person who will not talk

and who never has anything to say for publication. The average farmer is not of the first type; his tendency is toward the other extreme. His not having much to say may be due to a diffidence which arises from his comparative isolation, or to his natural inclination toward conservatism in all things, talking about his own achievements included. Sometimes it is due to his failure to understand what is wanted. The reporter should be prepared to take charge of the interview. Much questioning is necessary. If the reporter himself knows what information is wanted, he will find it not so difficult to get the farmer to talk, for the farmer, like other human beings, is pleased to see his name in print.

Stories in Every Community. A large number of interesting stories of an agricultural nature may be found in every community. The chief test of their value is, Are they interesting, and timely, and do they contain something of value to readers of the paper?

In preparing material for publication in agricultural papers, the usual rules of good newspaper writing prevail. Accuracy, in names, initials, facts and quotations, of course, is absolutely essential. A careless writer of agricultural copy is speedily found out and discredited.

The Agricultural Worker as a Writer. In discussing the publication of agricultural news the editor thinks often of the man best prepared to write such material—the worker in the field himself, whether he be farmer or agricultural college specialist. The farmer frequently is not equipped to write for publication but the college-trained man is. The specialist in agricultural education could profitably take stock of his work, decide when something along his line would be seasonal, and then prepare it for publication in keeping with requirements described in this chapter. It could be a signed article, an interview quoting himself, or just a description of his work with a summary from which the reader would glean the possibilities. Such a procedure would give publicity to valuable work which should have wide dissemination but sometimes is a long time in reaching the ultimate consumer.

An Aid to Agricultural Progress. That the effectiveness of the extension activities of the United States Department of Agriculture and the state colleges has been greatly enhanced through

the press is attested by surveys reported by federal and state workers. In 1923-24 the Office of Coöperative Extension Work in the United States Department of Agriculture made four surveys in coöperation with four states, obtaining 3,954 records. These surveys were taken in counties which had had county agents six to ten years each and in some cases also home demonstration and club agents. The purpose of the surveys, according to Dr. C. B. Smith, chief of the Office of Coöperative Extension Work in the United States Department of Agriculture, who reported the results in a paper presented at the 1925 meeting of the American Association of Agricultural College Editors, was to determine to what extent farmers were being influenced to change their practices and, so far as practicable, what method was responsible for such change. Seventy-four per cent of the 3,954 farms surveyed had made an average of 3.4 changes each. Changes in 63 per cent of the cases were traced back to so-called "propaganda methods," which include meetings, news service, bulletins, exhibits, and circular letters; in 44 per cent to demonstrations; in 41 per cent to meetings; in 21 per cent to bulletins and news; in 10 per cent to farm visits; in 5 per cent to office calls.

"Our survey shows us," commented Doctor Smith, "that the state that accompanies the demonstration with plenty of publicity reaches more farms and gets more practices changed than where publicity is weak. Demonstrations and publicity must go hand in hand. Bulletins and news seem to be about equally valuable, so far as our records go. We probably never shall know just the rating of each. They probably reach effectively the upper 30 per cent of our people, but no one can tell just how effective the press is in preparing the mind with stories of achievement to accept the teaching of the demonstration when it is once seen. The fact that in one section of our country approximately three-fourths of our people take a daily paper and an agricultural paper is evidence of reading on the farm, and through reading comes the story of accomplishment in a field with which the farmer is familiar, a story of success, under conditions similar to his own. Then and there his mind is being prepared to follow the county agent's advice of the teachings of the demonstrations."

The news story was reported most frequently of 57 different ways and means of carrying results of farm demonstrations to

the public, in a survey among 141 Texas county agents reporting 456 projects.

"Extension methods of teaching are quite identical with a newspaper's method of offering information as news," R. R. Lancaster, rural organizer in the extension service of the Texas Agricultural and Mechanical College, wrote in explaining the significance of the result of the survey.¹ "Both are exceedingly effective in their respective fields. While schools teach editorially, the county agent leaves out the complexities of opinion, theory, philosophy, and obscure evidence. He cracks down upon facts, practices, and accomplishments which are actual events. Likewise, the news story begins with the facts of an event. It blurts them right out in the headlines. Then it adds to these facts a chain of evidence and details from paragraph to paragraph, and, in the important stories, from column to column."

QUESTIONS

1. What is agricultural news?
2. Describe the structure of a news story.
3. What is the purpose of the lead?
4. Describe the style of the news story.
5. What special knowledge of diction is a necessary part of the agricultural news writer's equipment?
6. What is meant by timeliness in agricultural writing?
7. What is its importance?
8. How may advice be veiled in the news story?
9. Quote statistics to show how the press has been an aid to agricultural extension.

ASSIGNMENTS

1. Write a local item on an agricultural subject.
2. Clip an agricultural news story containing advice in veiled form and state its "moral" in a sentence.
3. From a brief statement of a desirable farm practice construct a hypothetical agricultural news story which contains a moral that is tactfully presented.
4. Collect examples of agricultural news stories whose timeliness is independent of seasonableness.

¹ "County Agent Work and the Press," *Farm and Ranch*, May 9, 1925, p. 2.

5. Collect material for an agricultural news story and write from the data a news article for an urban reading public.
6. With the same material write a news article for a rural public.
7. Develop a news story from a local item on an agricultural subject by obtaining additional information through an interview or otherwise.
8. Write a seasonable agricultural news story.
9. Write a news story the effectiveness of which is assured by reason of current agricultural conditions.
10. Write a news story based upon an agricultural demonstration.

CHAPTER V

CROP AND MARKET REPORTS

No other agricultural subjects possess the universal interest of crops and markets. The farmer, dependent for his income on the sale value of his products, wants to know the condition of crops elsewhere than in his own vicinity, as he can by this means foresee the probable effect on future prices. He keeps close watch also of the city markets, in order that he may know when to sell profitably.

In addition to the farmers, millers, buyers of livestock, commission merchants, board of trade men, implement dealers, and many other classes are vitally interested in crop prospects and in market quotations. Even consumers of foodstuffs have at least a cursory interest in following the wholesale markets.

The Government Estimates. The crop data which are examined with perhaps greatest interest are those prepared by the Crop Reporting Board of the United States Department of Agriculture. Approximately 220,000 crop correspondents as well as 41 field representatives mail reports regularly to the board. From these reports and from data supplied by state boards of agriculture and extension departments of agricultural colleges, the board makes up forecasts and estimates for the country as a whole and for the individual states. The report is issued monthly, except on cotton, on which there is a semi-monthly report.

In making up the report, every precaution is taken to prevent data from leaking out—a matter of great importance on the so-called speculative crops, wheat, corn, oats, and cotton. While the board is in session preparing the report, all doors to the room are locked, guards are stationed to prevent persons from entering or leaving, and the telephones are disconnected. No communication with the outside can be had except personally through the Secretary of Agriculture. When the report is finished, the members of the Crop Reporting Board and the Secretary of Agriculture sign it. It is then released and is at once telegraphed to

all parts of the world by representatives of newspapers and of the grain, cotton, and produce trade.

The report deals with acreage, condition, total production, and acre yield on each of the important crops. Data are given first for the country as a whole, then for the individual states which are important producers of the respective crops. This material is followed by brief comment on the situation as a whole and with regard to specific crops.

Conditions as to crops grown in restricted regions, such as oranges, almonds, and sugar cane, are contained on a separate sheet.

For illustrative purposes, the data for the country as a whole, the information on state conditions for one of the crops, and the general comment together with the comment on one crop, are here given:

UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL ECONOMICS
WASHINGTON, D. C.

August 10, 1925, 3 p. m. (E. T.)

The Crop Reporting Board of the United States Department of Agriculture makes the following forecasts and estimates from reports and data furnished by crop correspondents, field statisticians, and cooperating State Boards (or Departments) of Agriculture and Extension Departments:

FOR THE UNITED STATES.

CROP.	ACREAGE 1925.		CONDITION.			
	PER CENT OF 1924.	ACRES.	AUGUST 1, 1925.	JULY 1, 1925.	AUGUST 1, 1924.	AUGUST 1, 10-YR. AV.
			P. CT.	P. CT.	P. CT.	P. CT.
Winter wheat.....	90.1	32,813,000	—	65.9	—	—
Spring wheat.....	119.2	21,181,000	73.9	88.1	79.7	72.9
All wheat.....	99.6	53,994,000	—	73.4	—	—
Corn.....	101.5	106,621,000	79.8	86.4	70.7	80.3
Oats.....	104.7	44,467,000	79.1	78.3	88.2	81.7
Barley.....	124.6	8,826,000	79.6	81.2	80.7	80.9
Rye.....	100.3	4,184,000	—	76.8	—	—
Buckwheat.....	100.9	823,000	90.4	—	87.7	88.7
Flaxseed.....	#94.0	#3,093,000	75.4	81.6	86.4	76.3
Rice.....	111.9	998,000	81.8	87.0	83.4	87.4
Potatoes, white.....	94.3	3,453,000	79.0	84.1	85.4	81.9
Sweet potatoes.....	108.1	1,014,000	73.0	77.2	70.2	83.0
Tobacco.....	98.9	1,693,000	74.8	79.8	71.7	79.7
Hay, tame.....	98.8	60,745,000	73.2	72.2	84.4	87.5
Hay, wild.....	101.5	15,151,000	73.0	78.5	78.3	86.5
Hay, all.....	99.4	75,896,000	73.2	73.1	83.8	87.3
Pasture.....	—	—	76.7	76.5	84.0	83.8
Apples, total crop.....	—	—	52.0	53.3	59.6	58.4
Apples, com'l crop.....	—	—	57.2	57.7	57.8	—
Peaches, total crop.....	—	—	58.5	59.0	66.9	59.2
Pears, total crop.....	—	—	59.7	58.7	62.1	60.9
Grapes.....	—	—	76.2	83.8	72.7	83.3
Sorghum for sirup.....	98.3	397,000	69.0	76.6	75.5	81.2

CROP.	TOTAL PRODUCTION IN MILLIONS.				YIELD PER ACRE.		
	INDICATED		HARVESTED.		INDICATED	HARVESTED.	
	BY CONDITION, ^a		1924.	3-YR. AV. 1920-1924.	BY CONDITION	1924.	3-YR. AV. 1920-1924.
	AUGUST 1, 1925.	JULY 1, 1925.			AUGUST 1, 1925. ^a		
Winter wheat ⁺ bu.	*416	404	590	592	*12.7	16.2	14.7
Soft wheat..... "	263	276	283	245	12.4	15.9	12.3
All wheat..... "	678	680	873	837	12.6	16.1	13.9
Corn..... "	2,950	3,095	2,437	2,935	27.7	23.2	28.3
Oats..... "	1,387	1,292	1,542	1,328	31.2	36.3	31.3
Barley..... "	214	208	188	182	24.2	26.5	24.5
Rye..... "	*52.0	54.1	63.4	70.4	*12.4	15.2	14.1
Buck wheat ⁺ "	16.4	—	16.0	14.4	19.9	19.6	19.4
Flax seed..... "	#23.5	26.1	30.2	15.3	#7.6	9.2	8.2
Rice..... "	36.2	38.1	34.0	39.8	36.3	38.1	39.0
Potatoes, white..... "	353	350	455	418	102.3	124.2	107.8
Sweet potatoes..... "	85.3	87.6	71.9	96.2	84.2	76.6	94.2
Tobacco..... lbs.	1,234	1,283	1,241	1,331	729	725	768
Hay, tame..... tons	77.7	78.4	98.0	91.0	1.28	1.59	1.52
Hay, wild..... "	13.3	14.2	14.5	16.2	.88	.97	1.04
Hay, all..... "	91.0	92.6	112	107	1.20	1.47	1.42
Apples, total crop..... bu.	161	157	179	181	—	—	—
Apples, com'l crop..... bbls.	30.4	29.2	28.6	30.4	—	—	—
Peaches, total crop..... bu.	47.4	46.8	53.1	46.5	—	—	—
Pears, total crop..... "	17.7	17.3	18.6	17.1	—	—	—
Grapes..... tons	2.22	2.35	1.78	2.03	—	—	—
Sorghum sirup..... gals.	28.7	30.9	27.3	38.2	72.4	67.7	83.5

^a Interpreted from condition reports. Indicated productions increase or decrease with changing conditions during the season. ^b Three-year average 1922-1924.

#Acreage revised since July. *Preliminary estimate.

The amount of OATS REMAINING ON FARMS August 1, 1925 is estimated at 5.9 per cent of last year's crop, or about 91,630,000 bushels, as compared with 65,710,000 bushels on August 1, 1924, and 85,423,000 bushels, the average of stocks of oats on August 1 for the five years 1920-1924.

CORN.

Pennsylvania.....	94	86	77,080	73,800	55,692	66,567
Ohio.....	96	81	176,797	161,222	94,900	146,224
Indiana.....	95	80	209,968	197,502	116,916	170,292
Illinois.....	91	80	387,499	369,137	293,600	312,817
Wisconsin.....	95	83	96,522	88,886	57,980	85,279
Minnesota.....	83	94	145,853	140,602	126,336	138,451
Iowa.....	90	87	449,631	469,337	304,752	422,372
Missouri.....	81	77	202,587	217,690	170,612	188,230
South Dakota.....	77	86	122,084	142,789	99,990	118,067
Nebraska.....	70	83	195,686	251,859	203,280	224,198
Kansas.....	57	69	104,881	130,073	130,905	116,176
Kentucky.....	88	84	99,141	101,159	80,850	89,359
Tennessee.....	75	83	73,690	84,498	69,718	81,624
Texas.....	30	73	33,230	40,351	78,200	116,972
Oklahoma.....	32	66	24,883	40,406	65,600	63,324
UNITED STATES TOTAL	79.8	80.5	2,950,340	3,015,175	2,426,513	2,934,649

^a Interpreted from condition reports. Indicated productions increase or decrease with changing conditions during the season.

UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL ECONOMICS
WASHINGTONCROP REPORTING BOARD:
August 10, 1925. 3:00 P.M.
(E.T.)COMMENTS CONCERNING CROP REPORT FOR AUGUST 1

The general condition of crops shows a decline since last month of 1.6 percent. Practically all crops show a lower condition than usual for this time of the year, the composite condition for all crops combined being 6.4 percent below the average for the same date during the last ten years. Compared with 1924, larger crops are indicated of corn, barley, buckwheat, rice and sweet potatoes, but smaller crops of wheat, oats, flaxseed, white potatoes, tobacco and hay.

CORN: The indicated corn crop is 2,950,000,000 bushels, a decline of 145,000,000 bushels since July 1. As one proceeds westward through the Corn Belt, the damage to the corn crop by drought becomes more severe. The crop has the appearance of a uniformly good crop in Ohio and prospects are improving in Southern Michigan. It is beginning to suffer for moisture in Southwest Indiana and in Southern Illinois. For Illinois and Indiana as a whole, however, the corn outlook continues to be favorable. Iowa had only two-thirds of its normal rainfall during July, drought prevailing in the western part of the State, especially in the northwest district. In Missouri a general drought developed during the last ten days of July, with the corn crop deteriorating every day. Corn lost the advantage of its favorable start in South Dakota, because of general drought. In Nebraska, the crop has been severely injured by heat and drought; half the crop still has excellent prospects and the other half varies from a total failure to a fair crop. Spotted conditions are found in Kansas; in the western two-thirds of the State early corn will be a near failure except in localities receiving rainfall at the right time; while conditions continue to be fairly satisfactory in the eastern third of the State. July drought, heat, and hot winds were extremely unfavorable to corn in Oklahoma and Texas, where less than a third of a crop will be realized. In the North Atlantic States the corn crop is in excellent condition, but it has suffered from drought in many parts of the South Atlantic States south of Maryland, and also in the South as a whole.

A newspaper or other periodical usually publishes only part of the report, selecting what will be of special interest or significance to its readers. This is preceded by a summary lead. The reports often stimulate interpretative articles and editorials.

Data on Foreign Crops. The United States Department of Agriculture also furnishes much information concerning crops in foreign countries. This material is issued in stories dealing with the world condition of specific crops or with conditions of all crops in given countries.

Following is an example of the story dealing with foreign crops:

Washington, D. C., August 17. — Argentine crop conditions are above normal except flax, which is slightly below normal, according to a cablegram received by the United States Department of Agriculture from the International Institute of Agriculture at Rome. Crop conditions in percentage of normal are reported as follows: Wheat, 103; flax, 99; oats, 102; barley, 101; winter rye, 104. Wheat and flax seeding is completed in the northern districts and is well forward in the eastern sections of the country. Preparation of the land for corn is making rapid progress and some planting has been done.

All crop data are of growing interest to farmers, who more and more, both individually and through their coöperative organizations, are endeavoring to adjust production to world demand and to place their products on the market at the propitious moment. The data frequently, however, need the interpretation of a skilled student of crops and markets in order to be of the greatest use.

Other Crop News. Aside from the government material, newspapers and all other publications must depend largely on their correspondents for data on the condition of crops. In the case of storms, severe drouth, or other unusual factors, the news associations, such as the Associated Press, the United Press, and the International News Service, will supply promptly stories to the newspapers receiving their service. Ordinarily, however, crop conditions are not regarded by these organizations as of sufficient general interest to justify detailed stories.

Crops and the Country Weekly. The country weekly may well give considerable attention to crop conditions in the county. Every country weekly has correspondents in a number of communities. Many papers furnish stationery to these correspondents. Where this is done, it is worth while to print across the top of each page a line reading thus: Write 100 Words on the Crops in Your Neighborhood. This insures keeping the matter before the mind of the country correspondent, who, in the press of writing copy about barns being painted red and old settlers ill with rheumatism, is likely to overlook the agriculture of his community.

The editor of the paper will do well to take the information

obtained in this way, and weave it into a general story of crop conditions in the county, somewhat as follows:

Wheat in James County looks good, according to reports from correspondents. Corn is unusually late, except in the southern part of the county, where several early planted fields are doing well. Conditions are favorable for garden truck, especially potatoes.

About Ellis it is estimated that the wheat yield will be an average of 19 bushels to the acre. As one goes east in the county there is somewhat of a decrease. Near Redfield the crops will probably be 16 bushels, and about Arthur a little less. Wheat on two or three farms near Arthur winterkilled, and this reduces the average yield. The best field reported in the county so far is that of John Jackson, in the St. George neighborhood south of Ellis. He has 110 acres in wheat, and is willing to bet that it will give him 24 bushels an acre.

More corn was planted near Jordan, in the southern part of the county, than anywhere else. Good strains were planted, and it has started out well. Elsewhere it is late. Several farmers near Martin planted only last week.

After the successful season last year, many of the farmers are enthusiastic about garden truck. James Edgeworth, in the Russell neighborhood, will devote fifty acres of his farm to it. Half of this acreage is in potatoes, and the rest in a variety of garden crops.

A few farmers are going to plant kafir. R. A. Jenkins, Jacob Coffman, and William Rhodes all have new concrete silos, and say they are going to fill them with kafir. A number of other farmers are going in for corn silage.

Stories of this sort, published weekly during the crop season, will prove an attractive feature of the paper, both to townspeople and to farmers.

Unless no city daily or farm journal has considerable circulation in the vicinity—a rare condition—it is of doubtful value for the country weekly to attempt to cover crop conditions outside its own county or trade territory.

Crop Reports in Daily Papers. Daily newspapers do wisely to instruct their correspondents to furnish crop stories regularly, particularly during the seasons when conditions are liable to speedy alteration. When rain or some other factor materially changes the crop situation, a general story is usually written in the newspaper office. In cities where there is a government weather station, data on the amount and distribution of the rain-

fall can be obtained there. Agricultural authorities may be consulted by long distances telephone or in some other way, and the material telegraphed or telephoned in by correspondents may be added. The result is shown in the following story:

Nearly an inch of rain fell in Topeka in a downpour which lasted for an hour and a half beginning at 10:30 o'clock last night. Indications point to a generally heavy rain, especially in the east central portion of the state. Wichita reported a precipitation of 1.22 inches. A strong wind accompanied the rain.

Showers which fell early during the day were heavier in the western than in the eastern part of the state. The soaking which the soil received will put it in prime condition for plowing, according to J. C. Mohler, Secretary of Agriculture.

In many sections the ground had become so hard that plowing the land for wheat had been discontinued, but now there should be general activity among the wheat growers in getting their fields in proper condition.

The rain was of great benefit to pasture lands, which had reached a critical stage. It will also result in another cutting of alfalfa in many places where heavy rains fell.

Reports from government stations over the state show that the heaviest fall for the twenty-four hours ending Monday morning was 2.03 inches at Dresden, while at Fort Scott, in the eastern portion, only .42 inches fell, the heaviest fall in the eastern part of the state. Manhattan had .36 inches and Wichita, which is nearer the center of the state, received 1.10 inches. There was only a trace of rain at St. Joseph. Topeka had .34 inches for the forty-eight hours ending last night at 7 o'clock and .24 inches for the past twenty-four.

Jennings, Aug. 6. (Special) — One and a half inches of rain here last night will greatly benefit corn, feed and pastures.

Hays, Aug. 6. (Special) — The first rain of over an inch in fourteen months fell today. The fall was $1\frac{1}{4}$ inches. In July only twice was there more than a trace of rain. In May one-third of an inch was the most at any one time. The rain today was general over Ellis county.

Lawrence, Aug. 6. (Special) — The rainfall totaled .52 of an inch in Douglas county, which is more than the total for the month of July. If the breaking of the long dry spell is followed by other rains within the next month it means the saving of the corn crop in this section. Much corn in Douglas county was planted late and the hot winds of the past two weeks did comparatively little damage on this account.

Wellington, Aug. 6. (Special) — More than an inch and a half

of rain has fallen here in the last thirty-six hours. The heavy rain of Sunday morning was followed by another shower at night. This with the rain of last Wednesday will do an immense amount of good and save considerable of the corn on bottom land. It will give a chance for a fair yield of kafir and help the pastures and alfalfa. Farmers are putting every plow for which they can find motive power to work plowing for wheat.

Burlington, Aug. 6. (Special) — The long stretch of dry weather and the excessive hot weather were broken here today by a good rain, which fell over Coffey county and which will be a great help to the corn and kafir. Pastures were dry and some had taken their stock out. This rain has come in time to make possible a partial crop. The bottom corn looks good.

Harveyville, Aug. 6. (Special) — The rain here yesterday, last night and today amounted to one and one-half inches. The rains revived the corn. — Topeka (Kan.) *Capital*.

The crop reports issued by weather bureau stations invariably afford material for stories in a daily paper. The information contained in them is accurate, and is of interest to most readers.

Certain daily financial papers, such as the *New York Journal of Commerce and Commercial Bulletin*, have crop correspondents in many places, and in large measure collect their own statistics and draw their own deductions on crop conditions. Some daily newspapers follow to a less extent the same practice, endeavoring to cover the crops of special importance in their respective regions. Several southern papers do this in the case of the cotton crop.

Reports in Farm Weeklies. A weekly farm journal which endeavors to cover a comparatively small area, such as a state, regularly prints crop reports. Usually such a paper has one or two correspondents in every county, each sending in a paragraph on a specified day each week. On some papers prices as well as crop reports are given by the correspondents. Some papers prepare postal card forms for the reports, covering such details as rainfall, temperature, and conditions of specified crops. This method insures getting the information that the editor wants. It has the disadvantage, however, of taking the life out of the material which the correspondent writes. This is a considerable drawback, as the crop reports are not usually edited much and hence preserve the words of the correspondent, whose name is

signed in the paper. The colloquial tone which he will use if he is not held down by too much red tape adds to the flavor of the reports as read by farmers.

Though it requires time and care, it is desirable to summarize the general crop conditions in a general story run before the detailed crop reports. This story will be based not only on the reports of the correspondents, but also on reports of the state board of agriculture and any other authoritative material available.

In Other Farm Journals. Papers covering the nation or a considerable portion of it give, as a rule, less attention to detailed crop reports. Many of them publish general crop reports weekly, and some of them devote some space to special crops grown for commercial purposes in certain regions, such as broom corn, onions, and cranberries. Farm journals published less frequently than once a week naturally do not devote much space to crop reports, as the matter may be stale by the time it reaches the reader. The daily farm paper, on the other hand, treats crop conditions in much the same way as the daily newspaper, except that it goes into somewhat greater detail.

Market Reports. To write the market story successfully requires knowledge of the products dealt in, of the market for a number of years back, and of local, national, and international conditions, which may affect the market. Absolute accuracy of observation and statement is a further requisite.

Except when some sensational event turns the market topsy-turvy, the market story is written without ornamentation. It aims to give information, and information alone.

Market Cant. In most cases, moreover, the story aims to give information to persons who are familiar with markets and the terminology, or cant, used in them. Consequently, many words are commonly used which are unfamiliar to the general reader. A list of these terms follows:

Bearish: Tending to keep prices down.

Bullish: Tending to keep prices up.

To sell short: To sell for future delivery without owning the products, in anticipation of a falling market.

Shorts: Traders who have sold short.

To hedge: To buy or sell in such a way as to neutralize the risk caused by a previous purchase or sale.

To break: To fall (said of the market when prices suddenly drop).

Top: The highest price of the day (or other period under consideration).

Tippy: High in quality (used of livestock).

Grassy: Apparently fed on pasture.

Milkers: Cows in milk.

Springers: Cows in calf.

@: To, as \$9.25 @ \$9.40.

Livestock is graded, starting with the best, as prime, choice, good, medium, common, and inferior.

Cattle are divided into seven general classes. Beef cattle consist of fat steers and heifers. The term, "Texas and western range cattle," is self-explanatory. Butcher stock — or "butchers" — consists of animals not well fattened. Cutters and canners are very thin animals, the canners being so thin that no part of the carcasses can be used for cutting on the block. Stockers and feeders are usually grouped together as the fourth class. They are young cattle suitable for fattening. Stockers are under the age of 18 months. Veal calves are calves sold for immediate slaughter. Milkers and springers are cattle more useful for dairy purposes than for meat.

Hogs are classified on the market as follows: Prime heavy, 350 to 500 pounds, with high quality; butcher, 180 to 350 pounds; packing, of about the same weight but lower quality than the preceding classes; light, 125 to 220 pounds; pigs, 60 to 125 pounds; miscellaneous, hogs not suitable for the other classes.

There are three market classes of sheep — mutton, suitable for immediate slaughter; feeder, thinner animals suitable for fattening; and breeding, purchased for breeding purposes.

Horses are marketed as draft horses, chunks, wagon horses, carriage horses, road horses, and saddle horses, each of which classes is divided into from two to five sub-classes.¹ The common mule classification comprises mining, cotton, sugar, farm, and draft mules.

Markets and Daily Papers. Markets are covered most extensively by daily papers, agricultural and general. In the daily

¹ For explanation of classes of horses and mules, as well as for more detailed data on other livestock, a manual on the subject should be consulted, such as *Types and Market Classes of Live Stock*, by H. W. Vaughan.

agricultural newspapers, the greatest emphasis is laid on livestock, while the general newspapers devote more attention to the grain markets. In some livestock dailies, as much as one-half of the reading matter deals with livestock markets. In practically all newspapers, the speculative crop markets and the livestock markets receive more attention than the general provision markets.

The Form of the Story. The form of the market story in the general daily newspaper does not differ from that of any other story except that it tends to be more conventional in phrasing and tone and that it is often more interpretative. The lead either summarizes the market for the day or deals with its most important or interesting feature. If any important changes have taken place in the market, the lead explains the reasons for them. The body of the story goes into further detail, concluding, as a rule, with statistics showing the range of prices.

Where sensational changes have taken place in the markets, some general newspapers publish two stories—a rather technical and conservative one on the market page and a popular one elsewhere in the paper.

The following is typical of the market story in a metropolitan daily:

Wheat prices continue to fluctuate in a most erratic manner and, while higher early, reacted around 2¢ from the top. The finish was at net losses of $\frac{1}{2}$ to $\frac{7}{8}$ ¢ with September and December at \$1.59 $\frac{1}{2}$ to 1.59 $\frac{3}{4}$. Buying of corn was less aggressive and it took but little selling to cause a reaction of nearly 3¢ on the September after the early bulge. The finish was 1 $\frac{1}{4}$ @ 1 $\frac{7}{8}$ ¢ lower. Oats were unchanged to $\frac{1}{8}$ ¢ lower, and rye $\frac{1}{2}$ to $\frac{3}{4}$ ¢ higher.

Houses with northwestern connections that were aggressive on the buying side of wheat futures on Wednesday were active sellers during the day, and with relative weakness in Winnipeg and a continued light outside trade the decline was easily attained. Mills were free buyers at Minneapolis early, and put September there to within 1 $\frac{1}{4}$ ¢ of Chicago at the last, while Kansas City September went to $\frac{1}{4}$ ¢ over this market. Winnipeg lost 1 $\frac{1}{2}$ @ 1 $\frac{3}{4}$ ¢ for the day.

Temperatures as low as 31 were reported in the province of Manitoba, with claims of light frost. This had a little effect on the market at times, but local traders who bought on the rally generally sold out later at lower prices. The forecast was for somewhat warmer weather. Sentiment is decidedly mixed, and, while the breaks brought in good

commission house buying, the bulges were taken advantage of to make sales.

A little improvement was noted in the export demand at the seaboard, with sales estimated as high as 400,000 bu. Basis on Manitobas at Buffalo was 2 @ 3¢ higher for the day, putting Duluth springs to a discount. It was said that practically all of the red winter wheat in store here has been sold to millers, with 24,000 bu. No. 2 red from store sold at 7¢ over September.

Selling of September corn by scattered and local longs found support less aggressive, and with a light trade a decline was easily attained after an early bulge. Commission houses were fair buyers of December on the breaks. Country offerings of cash corn to arrive were limited, but the prospect of larger receipts led to a decline of $\frac{1}{4}$ @ $\frac{1}{2}$ ¢ in the local spot basis. Crop reports were decidedly spotted.

A little export business is being put through in domestic oats almost daily, with sales of 100,000 to 200,000 bu. estimated by the seaboard. Trade in futures was not large and the market weakened toward the last, in sympathy with corn.

Rye market remains dull and influenced largely by the action of wheat. No export demand was claimed at the seaboard. — Charles Michaels in the Chicago *Tribune*.

The story proper, reprinted above, was followed by detailed market quotations.

The Market Staff. Large city dailies employ market editors, with as many assistants as may be necessary. Both local and telegraph copy dealing with markets passes through the hands of the market editor. This is a highly specialized field, requiring technical training and experience.

Much information of general news value is obtained by the skilled market editor from the daily market reports issued by the various exchanges and from the reports, such as *Broomhall's Corn Trade News*, published by large private concerns. *Bradstreet's Trade Review* and *Dun's Review* always contain material of interest on markets, and, frequently, on crop conditions as well.

On the Smaller Dailies. The smaller daily papers, published in cities where there are no stockyards or exchanges, use the telegraph copy supplied by whatever press association gives them service. In many instances this is hardly more than a brief summary, such as the following, a United Press story:

GRAIN REVIEW

Chicago, June 1. — Heavy selling in the wheat pit and generally favorable weather conditions were responsible for a drop in wheat prices today. July wheat was down $1\frac{1}{8}$ at $106\frac{5}{8}$; September down $1\frac{1}{8}$ at 108.

Corn also lost earlier gains when wheat values dropped. July corn was down half at $69\frac{3}{8}$; September down $\frac{1}{2}$ at $69\frac{3}{8}$.

Oats were slightly down on weaknesses of the other grains. July oats were unchanged at 40; September down $\frac{1}{4}$ at $38\frac{1}{2}$.

Provisions were lower on weakness in the hog market.

When the interest of the market news warrants, a news story is sent over the wire. On a small daily, market news must be handled by members of the news staff; no market editor can be employed.

Many daily papers publish regularly columns of grain quotations furnished by millers or elevator firms in the town and of produce quotations furnished by commission firms. These are run in statistical, not story, form.

In Daily Agricultural Papers. The daily agricultural (live-stock) papers, the number of which is small, cover markets in greatest detail, printing column after column of weekly and monthly receipts of livestock, representative sales of livestock, and statistics of the grain and provision markets. These papers commonly publish separate stories on cattle, hogs, and sheep. The stories are much more conventional in form than are those in general newspapers.

Following is a typical story from an agricultural daily:

Cattle receipts today, 21,000;
week ago, 19,795.

Few extra choice steers sell steady, with \$16.10 being top for heavy and handy weight offerings. Comparatively few light yearlings good enough to bring more than \$13. Medium, good and near choice grades find slow outlet at further declines of 25c and spots 40c or more off late.

Butcher stock slow, steady to 25c lower; cheaper grades steady, with in-between and better grades showing the loss. Cannery unchanged.

Bulls mostly steady. Calves 25c lower.

Stockers and feeders steady to strong.

All but a few loads of choice steers, sellings from \$15 to \$16.10, found dull outlet at further declines of 25¢ to 50¢ again today. Trading was very slow and while the bulk of offerings were of value to sell downward from \$15, with numerous lots valued at \$8.50 to \$11, actual sales were comparatively scarce up to a late hour. The cheaper grades of thin steers were uneven. Those showing enough quality to attract feeder competition sold at steady prices and occasional strength, but thin steers of low quality were neglected by killers.

Today's receipts at 21,000 head were 1,205 more than arrived a week ago. Dressed beef markets were slow and despite the efforts of salesmen to hold prices firm, weakness prevailed in the trade on all but best quality.

Choice light weight yearlings were virtually absent today, with few being good enough to sell at \$13 or better. A load of light weight steers on the handy weight order averaging 1186 lbs. however, sold up to \$16.10, the day's top. They consisted of 20 Angus steers from Sac County, Iowa, and went to Wilson. Most little cattle were of value to sell from \$7.75 to \$13, some at \$9.50 to \$10 being of fairly good quality and condition. Plain grass steers of light weights were quoted around \$7 to \$8 and strictly common and inferior stock ranged down to \$6 and below.

Top for heavy steers was \$16.10, a shipment of 15 choice Shorthorns averaging 1508 lbs. from Guthrie County, Iowa, going to Moog & Greenwald at that price. Other very choice long-fed heavy steers went at \$16, averaging from 1260 to 1489 lbs. Not many steers of any weight went above \$15, with most sales ranging from \$9 to \$13. Big rough steers, mostly grassers, cashed at \$8.50 and below.

Twenty markets today were credited with 137,000 cattle, the seven leading western points receiving 107,000, against 108,000 a week ago, 107,000 a year ago, 111,000 two years ago and 93,000 three years ago.

Quotations for low grade killing steers and native beef cattle follow:

Low grade steers	\$4.50 @ 6.25
Common to fair	6.25 @ 8.50
Fair to good corn-feds	8.50 @ 10.75
Good to choice corn-feds	10.75 @ 13.75
Choice to prime corn-feds	13.75 @ 16.10
Common to fair yearlings	6.25 @ 8.50
Fair to good yearlings	8.50 @ 10.75
Good to choice yearlings	10.75 @ 13.25
Choice to prime yearlings	13.25 @ 15.25

— Chicago *Drovers Journal*.

Brief Market Items. Brief items, usually based on interviews, appear either scattered through the daily agricultural papers or grouped under such headings as "Grain Trade Notes," "Items in Brief," and "Short Talks with Stockmen." Examples of such items follow:

"My losses on three carloads of steers I fed last year, and sold in July, were made up on three carloads I fed this season, and sold last month," remarked N. F. Weirman of LaFayette county, Mo. "The steers I fed this season showed a feeding margin of \$6.90. I had a feeding margin of \$1.45 on the steers sold in July, 1924. Such a change in cattle prices and conditions within one year in quiet and normal times seems very strange." — Kansas City *Drovers Telegram*.

"While there has not been the usual amount of rain in eastern Cherry county, we have had more than the east part of the state," said D. H. Lovejoy, rancher and cattle breeder of Woodlake, Neb., this morning. "Hay will be a little short on the higher lands but better than usual in the sub-irrigated bottoms, so the crop will be about an average."

Mr. Lovejoy was on the market in charge of a shipment of cattle belonging to himself and Hobbs Bros. Mr. Lovejoy offered 15 cows averaging 1,093 pounds that brought \$6.10. Hobbs Bros. had 15 heifers averaging 764 pounds that brought \$6.25, with a few at \$5.50. All of the offering were high grade Herefords. Mr. Lovejoy raised the cattle that brought \$15 on the fat cattle market here Wednesday. He sold them last fall as feeders. — Sioux City *Live Stock Record*.

"Never, in all my experience in the Scottsbluff country have I seen the outlook for crops as good as they are this year," remarked B. F. Hobbick, local livestock broker, who returned recently from a trip to that section, where he was formerly engaged in the livestock and farming business.

"Corn is making a good growth and should yield big. As a matter of fact the whole of the state of Nebraska reports excellent prospects for corn. The hay crop is good, and the prospect for sugar beets is about the best that country has ever known. Wheat was short in spots on account of the dry weather during the winter and early spring, but all other crops promise a big yield." — *Denver Record-Stockman*.

These items add greatly to the interest which readers take in the paper. In the agricultural daily, as in any other newspaper, names are circulation builders.

Markets in the Country Weekly. The country weekly cannot cover markets in detail as do papers with larger staffs. If there is an elevator in the town or if livestock is sold to any extent in the town, the paper should cover these sales. The editor should also watch the daily papers for sales made by any one in his territory. Concerning these he may write interesting local stories.

Commission houses and livestock buyers sometimes offer weekly market reports free to country weeklies. Unless the editor is in a region where dailies are not widely taken by the farmers, it is doubtful if the weekly reports which he can get will be of sufficient interest to his readers to justify publication.

Markets in the Farm Weekly. The weekly agricultural journal devotes naturally less space to markets than does the daily paper. Some weeklies publish no market stories or quotations, except when conditions are of unusual interest. Others publish merely market quotations, in brief form, without comment. Still others publish a general market story every week. This summarizes market conditions up to the time when the forms of the paper are closed. It is written either from reading daily market stories and quotations or, preferably, from personal covering of the markets, supplemented by reading. It seldom follows strict news style. Frequently it is signed, and interpretation is considered essential.

The following is an excellent example of the weekly market story:

PRIME STEERS REACH \$13**DEARTH OF FINISHED CATTLE — GOOD HOGS
IN DEMAND — LAMBS LOWER**

BY JAMES E. POOLE

Readjustment of livestock values to a seasonal basis is in progress. Short supplies recently have put the trade out of joint. Hereafter quality, condition, and weight will receive more consideration from killers. All values are substantially higher than at the corresponding time last year, dressed trade is healthy, and supply has declined to a volume where killers have been under the necessity of buying for numbers to prevent depletion of cooler stocks, a condition that invariably puts less desirable grades out of line with good and prime. This readjustment process was in evidence this week when choice cattle held steady, others declining sharply, common hogs were penalized, and all but prime lambs were decidedly lower. High spots during the week were \$12.85 on heavy cattle, \$13.80 on hogs, and \$17.10 on lambs.

Heavy steers promise to attain the highest levels since the war period on the present major rise, which is already \$2 @ 2.50 per cwt. Bullocks of that character, now on a \$12.25 @ 12.75 basis, were slow sale at \$10 @ 10.75 not long since, and a year ago, after reaching \$12.60 in April, had slipped to \$11.75 on a long down grade. The present rise was expected in May, but was deferred by a continued heavy movement from Nebraska, a feeding area in which liquidation has finally been accomplished. During the last 120 days few fleshy steers with weight have gone on feed, probability being that an acute shortage will develop during July and August.

Naturally the last advance of \$1 per cwt. in fat cattle carried intermediate grades above their legitimate level with relation to finished bullocks, as killers were under the necessity of buying for numbers, creating a narrow spread, which will widen as grassers and warmed-up steers move to market. The high trade of last week put everything carrying a decent beef covering above the \$10 line, cake-fed Texans reaching \$11.25, but that high market attracted a lot of plain and warmed-up steers this week, killers taking advantage of the opportunity to depress values 25 @ 50¢ per cwt. on everything below the \$12 line. There is a disposition to let warmed-up steers go on

every sharp bulge, and the market for grassers has not yet received a try-out, as few such cattle are available. Last year superabundance of cornfed beef made a bad market for grassers, and plenitude of cheap pork was also responsible for demoralization from September on. This year grass beef prospects are decidedly more luminous.

Choice yearlings are no more plentiful than prime heavy cattle, but the latter will probably claim the premium the rest of the season. Long yearlings have sold at \$12.75 and new-crop stock in the 900-lb. class at \$12.40, against \$11.25 a year ago when \$10 @ 10.25 bought the major part of the yearling supply, against \$11.25 @ 12.25 at present. June did not deliver the usual glut of half-fat yearlings, indicating a shorter crop in stronger hands than last season. The recent advance has been due in no small measure to restraint on loading cake-fed and grass cattle in the southwest, the June run at eleven primary points figuring about 100,000 less than the corresponding period of 1924, but the movement from that quarter was resumed this week, insuring price readjustment at the expense of cheaper grades of steers and butcher cattle.

Heavy Kosher cows and nnished yearling heifers are distinct specialties and apparently on a secure basis, the former selling as high as \$9 and the latter at \$11.50. Grassers and nondescript stock have an uncertain future, especially if an early western run develops. Cows selling at \$5.25 on the advance last week were \$1 higher than early in June and will be set back where they belong at the first opportunity. Grass cows at \$5.75 @ 7.75, and similar heifers at \$7.75 @ 9.75 are in somewhat insecure position at this season, although the prices indicate broad demand for the cheaper grades of beef. The bull market has profited by the advance, bolognas selling up to \$5.75 and beef bulls at \$6.50 @ 8.25. The immediate future of all such cattle depends on loading out of southwestern pastures and beef gathering in the northwest.

Demand for stock and feeding cattle is still narrow, but the trend of values is upward. One reason for present conditions is that few desirable thin western cattle are available, but improving pastures and an excellent corn prospect will probably develop an active trade the moment any considerable movement of range cattle develops. Good western yearlings realized \$8 in Omaha late last week, most of the country business done at Chicago and Kansas City being on a

55.50 @ 7 basis. Killers have taken everything with a beef covering recently, feeders having no alternative but to stay out of the market, as entering such competition would have sent prices still higher.

"Bum" hogs, to use trade vernacular, are at the parting of the ways, indications being that finished stock of all weights will command a substantial premium the rest of the season. The usual midsummer development is in evidence, 150 @ 225-lb. shipping grades taking the premium away from 240 @ 325-lb. butchers. Average cost, which dropped to \$11.85 on the May break, reached \$13.58 on the high spot late last week, but further widening of the spread will arrest advancing average cost even if the top works higher. Good hogs of all weights have attained a \$13.50 @ \$13.75 level, while heavy packing grades have dropped below \$12, and common mixed hogs cannot be accurately quoted. Light weight in combination with quality will be the factors from now on.

The last advance of \$1 per cwt. in swine values has failed to swell the marketward movement as packers expected. Current supply is the lightest for the corresponding period in five years past, and it is evident that the summer and fall stock is in strong hands. Prices are about \$6.35 per cwt. higher than a year ago, as indicated by average cost, although July, 1924, witnessed a sharp advance, light sorts making \$11, which was the highest level since 1922, similar hogs now selling at \$13.75. Packing sows now selling at \$11.50 @ 12 advanced to \$7.75 on the July rise last year. Where possible thin hogs should be held back, as the prospective premium on finished goods will pay the expense incidental to putting them in condition to get into shipper competition.

Last week's advance of \$1 per cwt. put fat lambs about \$3 per cwt. higher than at the corresponding time last year, choice Idahos making \$17.10, the highest level since April. Natives reached \$16.65, the bulk selling at \$15.75 @ 16.50. With top dressed lambs at 33¢ per pound these prices are warranted, but as the advance has been due to limited supply, as much as a healthy dressed trade, a break is expected early in July, especially if supply increases. Mature sheep, which are abnormally scarce, have had even more appreciation than lambs, light ewes selling up to \$8, but this week the whole list was pruned, lambs losing 25 @ 50¢ at the outset. Feeding lambs are so scarce as to make reliable quotations impossible, \$14 @ 14.15 being paid for a

few lots, not enough breeding ewes being available to justify dealers in soliciting country orders, as they are unable to make deliveries.

Wool trade is broader and stronger. Dealers are scouring the country for unsold packages, and would buy more if it was to be had. Both fine and medium descriptions have worked to higher levels in response to improving conditions in the goods market, which are reflected by better demand for worsted, woolen, and knitted goods. Top makers report more business at better prices. The foreign situation has improved sufficiently to warrant resumption of recently suspended Australian sales on July 13, when 120,000 bales will be offered. If this wool is readily absorbed the immediate future of the market will be assured. Considerable Wyoming wool has sold during the past week at 40 @ 42¢.

In the face of an advertised increase in the season's lamb supply receipts at all markets have been light. Kentucky and Tennessee have both been delinquent, natives have not materialized, and a limited run of western lambs has carried such condition as to indicate careful topping of flocks. Eastern pastures have been dry, but are improving, prompting growers to hold lambs back, while in the West feed is so abundant that there has been incentive to hold the crop back for the purpose of putting on weight. Unless July witnesses material increase in receipts, it will be a foregone conclusion that the crop is short and that scarcity of feeding lambs impends.

A preliminary pig survey in eleven corn belt states by the Department of Agriculture estimates the spring pig crop at 11 per cent less than that of 1924 on June 1. There was a decrease of 20 per cent in sows farrowed, but a larger percentage of pigs was saved owing to favorable March and April weather, which offset the greater decrease in sows bred. A final estimate, both of the corn belt and the entire country, will be issued about July 15, but it is not expected to materially change the figures already given out. — *Breeder's Gazette*.

In the Monthly Farm Journal. Monthly agricultural publications devote comparatively little attention to current market news. Such news in a monthly cannot be timely. The editors of a monthly farm journal, however, study the markets carefully in order that they may discuss and interpret significant trends. Editorials, feature stories, and interpretative articles which deal with marketing and its problems, are increasingly used.

QUESTIONS

1. Why do crops and markets possess universal interest?
2. How are the crop estimates of the United States Department of Agriculture prepared?
3. Where may data on foreign crops be obtained?
4. What other sources of information on crops are available to newspapers and other periodicals?
5. What news of crops may be used effectively by the country weekly?
6. What crops news should be handled by daily newspapers?
7. What data regarding crop conditions are usually given by agricultural weeklies covering a limited territory?
8. In what respects do the reports differ in farm publications covering a wider area?
9. In what respects does the market story differ from the ordinary news story?
10. How do the market stories in metropolitan dailies and in smaller dailies differ?
11. How are markets covered in the daily agricultural papers?
12. What various practices exist among farm weeklies in the handling of market news?
13. Why do monthly agricultural journals devote less attention to current market news?

ASSIGNMENTS

1. Clip from a weekly newspaper all the crop news which it contains. Write a criticism of this news, covering both matter and method of handling.
2. Rewrite in a general story all the crop news which you clipped from the weekly newspaper.
3. Examine a recent crop report issued by the weather bureau nearest to your college. Write a news story based on it.
4. Examine one of the complete reports issued by the Crop Reporting Board, United States Department of Agriculture. Write from it a news story suitable for a city daily.
5. Examine five weekly agricultural journals. Write a careful comparison of the crop news that they contain.
6. Read carefully the numbers of a well-known agricultural daily for a week. At the end of the week write a general review of the markets for a weekly agricultural journal.
7. Rewrite for a daily newspaper a market story appearing in an agricultural daily.

8. Examine five weekly agricultural journals. Write a careful comparison of the market news that they contain.

9. If grain and produce exchanges and stockyards are accessible, arrange to visit them—if practicable, in the company of a trained market reporter. Take notes on what you learn.

10. If a coöperative marketing organization is accessible, visit its establishment likewise. Try to obtain from the manager a clear idea of marketing methods and practices.

11. Visit local grain elevators and cattle and other markets, securing as much information as possible.

12. Interview 10 farmers on crop, livestock, and marketing conditions. Write each interview separately. Also write a general story into which the views of the 10 farmers are woven.

CHAPTER VI

THE AGRICULTURAL FEATURE STORY

THE most remarkable general literary development of the last quarter century is the feature story. Promoted by the more sensational newspapers whose readers did not possess access to magazines, it was seized upon not only by other newspapers but by trade and class publications and general magazines. It was fostered further by the development of industry and commerce. In one form or another, it now is found in the vast majority of periodicals and in many is their most popular attraction. It is the most readily salable article on the literary market.

Differs from the News Story. The feature story differs from the news story in that it endeavors to supply matter which is merely associated with current events, rather than embracing the events themselves, on which, however, it throws amusing or interesting or valuable light. The story of the sale of an Illinois farm for \$65,000 is merely a news story. The account of how John Williams, who inherited the farm from his father, built it up to a stage of productivity and improvement that enabled him to sell it for \$65,000, is a feature story. A paragraph stating that Henry Anderson is testing the seed corn for planting on 300 acres of ground is pure news. A story explaining how and why corn is tested is a feature story. The feature story follows usually in the wake of the news.

It is not necessary that the feature story be based on any particular news story. It must meet popular interest in some way if it is to be of value, but that interest may not have been stimulated by any specific story. Mere timeliness is often sufficient. In the winter wheat belt, a feature story about preparing the ground for wheat will attract interest in the summer, shortly before the first plowing is to be done. Again, there are feature stories which in themselves are so interesting that they require no excuse for their presentation.

Feature Stories Classified. Feature stories are of two general classes: (1) The informative; (2) the entertaining. Stories of the second class are often called human interest stories.

The line of division can be drawn only in a somewhat arbitrary way. Most good informative feature stories contain human interest elements. A story is not commonly referred to as a human interest story, however, unless emotional elements predominate in it. Such stories are so uncommon in agricultural writing as not to justify treatment in a book on this specialized type of journalism.

Industrial Feature Copy. A large proportion of feature stories, particularly of the informative type, deal with industry of one kind or another. Agriculture, the greatest American industry, obviously affords abundant opportunity for the writing of feature stories.

Purely Informative Stories. The simplest agricultural feature story to write, granted that one has the material, is the story which gives plainly, directly, information as to agricultural operations. It is as purely informative a sort of story as ever exists. A story telling how to destroy prairie dogs or how to plan a winter garden for the South is of this class.

The fundamental requirement in a story of this kind is information, the latest, the most authoritative information. No genius is necessary in writing the story. It follows, as a rule, precisely the news story form. The feature of the story is contained in the first paragraph, and the rest of the story develops it. Somewhat more liberty is allowed in this type of story than in the news story. For example, in many farm journals the personal pronoun "I" is not barred from the feature story. Too, the reader may be addressed as "you," which would not be permitted in the news story.

Following the News Style. Following is a strictly informative feature story which does not depart from news style:

CHICKENS THAT WON'T FLY

There need be no further quarrels with neighbors about gardens devastated by chickens. A breed has been developed which can not fly a fence 30 inches high, yet they are general-purpose chickens of substantial size.

Kiwi (pronounced kee-wee) is the name of this rather new breed, and the reason the birds can not fly is that their feathers, except to some extent on wings and tails, have no mid-ribs. Really their plumage scarcely consists of feathers at all, but is a mass of silky hair.

Mrs. H. A. Boener, Lawrence, Kans., is generally credited with having developed the Kiwi fowls. She has not, however, disclosed the nature of her original stock nor the method by which she produced the new type. Occasionally "silkie" are found in other breeds, but these and also the Japanese Silky Bantams are distinct from the Kiwis. So downy are the feathers of the new breed that it seems likely a good demand for them will spring up for the making of mattresses and pillows.

The Kiwis are a general-purpose breed and the hens are fair layers. As yet they are so new that their qualifications have not been rigidly fixed. The present standard as set forth by the Kiwi Specialty Club of America specifies that cock birds shall weigh eight pounds, cockerels seven, hens six and one-half, pullets five pounds.

The plumage must be snow-white, beak yellow, eyes reddish bay, face, wattles and ear-lobes bright red, shank and toes rich yellow, and the entire body covered with a snow-white fluff. — Austin E. Burges in the *Farm Journal*.

Enhancing the Appeal. The appeal of the informative story to readers is often enhanced by various literary devices. To follow strictly the news style is not essential if the whole of the feature story is certain to be printed. For example, James M. Binkley, writing a strictly informative article under the title, "Concerning Pork," attracts the reader's interest by an entertaining opening, which nevertheless contains a surprising amount of information. The rest of the article comprises statistical material on hog production and exportation, a summary of the characteristics of the various breeds, and a discussion of the economic value of swine in farming.

The opening of the article follows:

Now, the word "hog" should not sound any worse than the word "fog," "bog," or "log." But it does, even if prime sliced bacon is 50 cents a pound.

Ever since Moses, in his third great Book, peremptorily declared: "He (the swine) is unclean to you," writers, notably poets and makers of dictionaries, down to the present hour have striven maliciously to depopularize the hog.

They have made no headway except esthetically. Practically, the hog was never so highly esteemed as he is at this moment. His hams

have become luxuries and his sausages are no longer the low comedians among the meat items of one's diet.

When a female of the swine species, healthy and motherly, can rear twelve sons and daughters annually, which, plus more or less feed, can be sold at 15 cents a pound on the hoof, or about \$540 for the bunch, "pigs are pigs," as Charles Lamb wrote to Samuel Taylor Coleridge in 1822.

The sentiment being suggestive and calling forth pleasant table memories, Lamb sat himself down and wrote his celebrated essay on roast pork. So for once, at least, the hog received respectful treatment at the hands of literature.

"Ye shall not eat of their flesh, nor touch their dead carcase," positively ordered Moses in Deuteronomy, pluralizing the animal he is supposed to have abominated. But Tacitus, who is said to be the most eminent man of letters the world has ever known, explained that pork is a heating and unhealthful food in hot climates unless properly cured with salt and smoke. Moses, guarding his people physically along with his efforts to direct them spiritually, anathematized the hog for their bodily good. And thereby he gave to all subsequent authors a prejudice he did not feel himself, except from a sanitary standpoint.

"Swinish gluttony," for instance, is one of John Milton's strong phrases. Chicken gluttony would have hit the mark just as well; or robin gluttony, to go farther afield. Meantime lexicographers have perpetuated the cumulated slanders of the centuries.

Thus the twelve-volume dictionary within reach of the writer's desk, defining the word "hog," says: "One (a human being) who has the characteristics of the hog; a mean, stingy, grasping, gluttonous or filthy person."

It could be proved that all the counts of this terrible indictment are atrociously false. But pigs wallow. So do turkeys and nightingales, using dust instead of mud. The fact of the matter is, considering this one point, pigs wallow as a measure of health. So each pig is, in a limited degree, a Moses unto himself.

Reviled for ages, the hog has gone his way, undisturbed by rhyme-sters and other detractors, being always the friend and sustainer, and often the comrade of the common people. Year after year, in the United States, he has been turning corn into gold, paying farm mortgages, buying plows and reapers, building houses and barns and sending boys and girls to colleges.—James M. Binkley in the *Nation's Business*.

Two Cautions. The principal cautions to be observed in writing the purely informative feature story are two: 1. Know your facts. 2. Do not preach at your readers.

Absolute accuracy is essential in an informative feature story. A story of this sort that is inaccurate in any particular belies its name and is intolerable.

The writer must be constantly on his guard against assuming a preaching or an academic attitude toward his readers. Such an attitude is easy to assume and hard to throw off in writing stories of this kind. It will alienate readers more quickly than anything else. It is because this attitude is so common in stories of this type that many editors prefer feature stories of other sorts, such as will be discussed subsequently.

The Device Story. There is one type of purely informative feature story that is always exceedingly popular with agricultural readers. That is the device, or construction, story—the story that tells how to build a certain type of farm structure, or how to perform a certain farm operation, or how to construct a new device that will lighten farm labor.

Practical stories of this type are in constant demand—so much so that some farm journals devote a page to them in each issue in addition to treating more elaborate ones at greater length elsewhere. Simple, clear stories, not too long, are most desirable. A drawing or a photograph, preferably the former, often adds to the value of the story. News style is generally followed in writing the story.

Following is a typical example of this kind of story; observe the directness and simplicity with which the facts are stated:

ICE WITHOUT AN ICEHOUSE

A good way to put up ice on the farm where there is no icehouse, is to dig a hole in the ground about six feet square and six feet deep near to the well so that water can be pumped into the hole through a hose or wooden trough. When the ground is frozen hard, pump several inches or a foot of water into the hole and let it freeze solid. Repeat the process until the hole is filled nearly full of ice, then cover with straw and place a board roof over all. The ice can be split into any desired size of pieces as it is used, and will separate at the various layers.—L. A. Hoffmire in the *Farm Journal*.

Chiefly for Interest. It is a short step from the purely informative feature story to the feature story which, while giving information, gives it not chiefly for its practical value to the

reader, but for its interest to the reader. It sometimes approaches closely the human interest story, but lacks the strong emotional appeal characteristic of human interest copy.

It is of no practical importance to the grower or the eater of strawberries to know how the fruit got its name, but the following story contains information which would interest nearly every reader:

IT'S NOT "STRAWBERRY"

"Strawberry" is not its real name, though with any other name it would taste just as sweet. It came to us as a strayberry and by some sort of linguistic hocus-pocus "stray" was changed to "straw." It was the strawberry's wanderlust that gave it a name that meant something. All along the ground the plant sends out runners in every direction. Thus it strayed about and sent out new shoots that bear the sweetest berry the sun ever kissed.

But we have become so used to strawberry that any other name in a shortcake would detract from its glory. You can not think of a strayberry shortcake. If it were on the bill of fare you would order prune pie instead. But it is well enough not to lose the beautiful meaning, that out of a humble origin comes most of the excellence of life. But if we call it strayberry we will be sure it does not stray far from the land of luxury.—*Ohio State Journal*.

The Experience Story. Among feature stories on agricultural subjects, the type which is most rapidly growing in popularity is the experience story. It is a comparatively new type of story. It has developed with the realization both of the value of the concrete in writing and of the desire of the farmer for articles telling of the success or failure of other farmers. The farmer is interested in the practical, rather than the theoretical. He cares more what other farmers are doing than what non-farmers are advising him or them to do.

The experience story tells what a farmer or a group of farmers accomplished by certain methods or practices. The most popular experience story is the one in which the farmer is generally successful—the story that has an optimistic rather than a pessimistic tone. The story which overlooks or minimizes farm difficulties, however, is not acceptable to the practical farmer; he

knows too much about agriculture to believe that it is a smooth, straight road. He is suspicious of the writer who represents a certain type of farming or a certain set of methods as the sure and speedy path to riches.

The failure story — the story in which the farmer is predominantly unsuccessful — is not infrequently acceptable to the farmer. It should, of course, show plainly the reasons for the failure, just as the success story should show plainly the reasons for the success.

Writing in the First Person. In its simplest form, the experience story is told in the first person. It differs little from a good letter from a practical farmer. Indeed, some editors suggest to beginning writers the advisability of writing a letter and then cutting off the beginning and the end, leaving a simple, readable story.

The experience story written in the first person may be prepared in two ways. The most natural way is obviously for the person who has had the experience to write it down.

Often, however, a farmer (or other individual) has had experiences which would make an excellent story, but which he cannot be persuaded to write up. In that case, a professional writer visits him, gets his story, and writes it. He then submits it to the farmer for approval, and the latter signs it. It appears in the magazine either as the work of the farmer or as an interview without quotation marks. In either case, care must be taken by the writer to represent authentically the language of the farmer.

Style May Vary. The style of the experience story told in the first person varies. In brief, it often opens with a news lead. For example:

It pays to build a shed in which to house machinery. I have proved this by eight years of experience with machinery housed and unhoused on an Indiana farm.

On the other hand, the story may follow the form of the ordinary narrative. The writer goes back to the beginning of his experience and relates all the important matters in strictly chronological order. This is a more common method in writing long experience stories. The opening of a story, "How I Built Up a Dairy Farm," follows:

In the autumn of 1895 I found myself in poor health because of long hours in a grocery store. I had to turn to outdoor work. I had been brought up on a farm, which I had left in 1883. Moreover, I owned 170 acres of Wisconsin land, mostly uncleared. Naturally I turned to farming as a means of getting outdoors.

May Treat Simple Subjects. It must not be thought that the autobiographical experience story necessarily deals with a big subject. It may tell very simply how the writer irrigated a little flower garden, how he made silage from shock corn, or how he drove rats from his farm. Many purely informative stories would gain by being told in the first person.

The following story is of the most simple, direct type:

In the fall of 1920 I fertilized an acre of land heavily with barnyard manure, disked it well, planted it to cotton in the spring of 1921, and worked it well and late, not letting a weed or sprig of grass go to seed on it. In March, 1922, I seeded it to alfalfa.

I got a good stand, cutting it five times that year. It went through the winter in good shape and on May 4, 1923, I cut five loads of hay from the acre of land.

This was the tallest alfalfa that I ever saw anywhere. I gave our county agent a bundle just cut at random, and he said it measured 49 inches high.

I am going to plant two more acres adjoining it late in summer. I will inoculate the land with soil from the old patch, and plant the northern seed, as I believe that this goes through the hot, dry summers better to say nothing of the fact that it does not winter-kill. — Enos C. Pittman in the *Farm Journal*.

An Effective Story. Following is an effective long experience story told in the first person. Prepared by a professional writer on the basis of an interview, it preserves unusually well the spirit, the point of view, and the language of the farm boy with whom it deals. Attention should be given to the editorial note which precedes the story and which presents the background of the story proper. The use of such notes is increasing in agricultural and other magazines.

AMERICA'S CHAMPION CLUB BOY TELLS HIS STORY

To Russell Lord

NOTE: "H'mm!" I thought, on my way out to see Ford Mercer. "Eighteen years old; hailed as outstanding country boy in all Oklahoma; holds trophy as champion community crusader among all the boys of the U. S. A. Here's a youth who stands a fine chance of being a swell-head!"

I found nothing of the sort. This stocky, brown-eyed Oklahoma farm boy is anything else but. He snaps up to you and shakes hands like a man. His serious boyish squint when talking business, his wise grin, tell you at once what he is—a fine, straightforward kid, as modest as you'd wish.

Here are some of the things Ford didn't tell on himself. I got them from his state club leader, B. A. Pratt.

1. He has scored above 95 per cent, club rating, on sixteen projects in eight years. His products have put him more than \$1,000 ahead. His corn yield has been nearly treble the county average. He has been county corn champion five times, state pig champion once, and all-round state champion once.

2. Forty-two exhibits of corn, poultry and hogs have won him \$314 in cash prizes. He has been made superintendent of corn exhibits at the state fair.

3. In thirty judging contests he has won thirty prizes—twenty firsts, five seconds, two thirds and three fourths. He judges most of the corn shows in his county and the farmers also consider him about the best hog judge thereabouts. Some won't buy without having Ford come over to look at the stuff.

4. The club federation he mentions he organized, and made it go in an apathetic community. He has been president of this group since 1921. — R. L.

Eight years ago, when I was 10, I signed a card to be a corn club boy. When I told my dad what I had done he raised a row. I'll say he did! And today I am called "the best-known farm boy in the United States" !

All I can say is that I saw it in the paper. A Chicago paper printed that, and more, during the last International Livestock Show, the day after it was announced that I had won the Horace Moses trophy for the club boy in America turning in the best community service record. He kept the middle part of the story fairly straight, the fellow who wrote it, but he surely did pile it up at the ends!

It is true, as he wrote, that my father is a renter. It is true that we have lived on five different farms in Missouri, Arkansas and Oklahoma in the 18 years since I was born. We hit it wrong, up to our last move. It was a case of moving on or never getting anywhere.

And it is true that we live in a shack here near Wellston, Okla., but it isn't a three-room shack, as the papers said. No, sir! It has six rooms and it seems almost like a mansion after some of the places we've lived in. This is a big, new country down here. What was good enough for the pioneer fathers has had, so far, to be pretty nearly good enough for us. But all that is changing and club work is helping.

It isn't true that Dad licked me when I told him I was going into club work, or that I have had to fight my whole family in order to stay in the work and make headway. Anybody who tried to fight our family would have a battle on his hands! There are fifteen of us — Dad, Mother, six boys and seven girls. Fourteen of us are at home. I am the oldest boy.

I don't mean to say my family was all for club work from the first. That community was pretty far back from things. About the only outsiders we saw were rainmakers and blue-sky stock salesmen, out to shake us down.

I got into club work in 1917. A fourth-grade scholar in a rural school, a one-room affair, I saw some club enrollment cards and, boy-like, asked the teacher, Maurice Brown, what they were for. He explained the requirements carefully. I thought it over, filled out a blank and sent it in. Then I told Dad about it.

All Dad did was rip out a few blankety-blanks about blankety-blank blanks, saying that corn land was scarce enough in these blankety-blank hills without giving over an acre for boys to play on. (My dad is about the best-hearted man in the world, but he was a horseshoer in the National Guard at one time, so that he knows how to talk when things don't suit him!) He ended up this time by saying corn clubs and county agents were just some new fake, but that, since I'd enrolled, I'd have to go through with it.

He gave me an acre. The county agent, J. W. Guin, came out to the school, and between us we tried to get up a corn club. Eight boys joined but didn't show much interest after that, and I saw that if I was to do anything I'd have to start alone. I planted my acre to Hickory King, the kind of corn Dad was growing — a hard, prolific, early-maturing variety on upland slopes. I took care of it as nearly as possible as Mr. Guin had advised. I was about the first one in that part of the county to cultivate shallow and spare the roots after the first time through. It made a lot of talk.

It was a bad year on bum land. I only got 24 bushels from my acre, a little better than the community average. It wasn't good show corn, either, but I picked it over carefully and finally had ten ears that I thought were worth showing.

Mr. Guin was surprised to see an exhibit come in from the Tyron Club. He hadn't got out that way during the summer and I was the only one of the eight boys to finish. He was about as pleased as I was when my 10 ears took third at the county fair and first at the Oklahoma State Fair. The prizes only came to \$7 in all but I was as tickled as if it had been \$7,000,000 in gold! Dad didn't say anything.

The next year, 1918, I grew the same kind of corn on the same farm, did a little better on yield and won second at the county and fifth at the state fair. I was mighty interested in corn by this time. There was nothing I'd rather handle than good ears, and I wasn't getting enough of them to satisfy me. Dad was getting interested, too, but not letting on. Mr. Guin came out and had a talk with him.

He told Dad that I could raise real corn if I had some better ground. Dad said we would move to 160 acres of bottom land that fall, and that I could have an acre of the best if I'd grow yellow corn. This white stuff, he said, didn't have any strength. Mr. Guin said yellow was all right with him.

After we had moved to the new place a neighbor suggested a variety called Golden Eagle. I tried it and got 83.8 bushels to the acre.

They were thwacking big ears but the judge placed our exhibit second. You ought to have heard Dad! There wasn't any question now but that he was interested! He said right out what he thought about such judging and county agents, and anybody who stood for it.

Looking over the exhibit that beat me — smaller ears with less cob, more uniform — I saw that the fault was mine. I didn't know corn. I asked Mr. Guin if he could get me some good Silvermine seed. That was the white variety that beat me. He got me ten show ears from M. W. Plettner, a leading corn breeder of the state.

I was in a local corn club now, and nearer the center of things. I saw the county agent oftener and had more chance to learn. We had

a club with 26 members at the local district school. I was vice-president and leader of the corn group; also, I was getting interested in poultry.

It came about this way: My second on corn entitled me to a free trip to the state fair, along with two other club members. One of the two, a girl, was a shark on poultry judging and she wanted the two of us to study up and make a team of three to judge at Muskogee.

I didn't know one breed of hens from another but Mr. Guin gave us two days' solid training, and we topped off a wonderful week at the state club encampment by beating the other eleven teams entered to judge poultry.

I came back home all stirred up by the wonderful things I'd seen. My dad happened to meet Mr. Guin in town about that time, and told him:

"That boy you took to the state fair is crazy. He tells some of the biggest lies I ever heard a boy tell. But I guess we'll give him rope and let him run."

It was the next year that opened my eyes to club work as education and as community demonstration, and converted Dad to it completely. The 10 prize ears I'd got I tested out on the ear-to-row plan, detasseling alternate rows. It was a revelation to both of us how much two ears that look alike will differ in seed value. We won sweepstakes over all classes, both open and club, at both the county and state fairs. Mr. Guin figures that we influenced 60 neighboring club boys and 80 adult farmers to get Silvermine seed to plant for the following year's crop.

Meantime I had borrowed \$25 from a bank at Chandler to buy six White Wyandotte hens and a cockerel, and had sold enough broilers to pay off my debt. I had won two firsts and a second on the three best birds of my raising shown at the county fair.

This encouraged me to go to the bank again for enough to pay for a good Poland China gilt. Mr. Guin helped me pick her. She farrowed seven and I raised them on mill-run bran, tankage, ground oats and corn, with access to rape and oats pasturage at all times. I cleared \$143.25 and was named pig club champion of Oklahoma, winning my first trip to the International at Chicago.

The next year, 1922, my sow had 11 pigs. I made \$62.25 on them. I continued my corn breeding and sold all the corn my hogs could spare right there at home, at seed prices. In 1923 I did just about as well, and won sweepstakes on my corn for the fifth consecutive year.

This past year, 1924, the chinch bugs started a march down our valley. Dad's corn was between mine and the enemy, and he got it first. He hunted up a log about 10 feet long, and dragged middles.

In a week he'd fixed the chinchies and I'd escaped. But then the grasshoppers decided to hold their national convention.

I got together the boys of our local club and we put on demonstrations of balanced rations for grasshoppers — paris green, lemon juice and sorghum molasses. We also rigged up a trap sled that a good many farmers copied, along with the poison mash. Those who did got half a crop or better; the rest got nothing.

That grasshopper campaign isn't all, by any means, that our local federation of boys' and girls' clubs has done for its community. It has helped cull the flocks on every farm in the valley, and has pruned and sprayed a number of orchards as a community demonstration. When we heard last fall that there might not be a community fair we put on a drive and raised funds in a week.

But the biggest thing we do, I guess, is our individual demonstrations on our home farms. Eight hundred farmers in Lincoln County are growing Silvermine today. No one knew about it until club work led me to try it. Our pig club boys are showing what can be done with green pasture and tankage in a cotton community. Purebred cows are replacing scrubs. The people are living better and thinking harder. A large part of these new practices have come in through the fact that club boys and girls are willing to try new ways of doing things.

I am in the third year of the Smith-Hughes High School at Wellston, and intend to take a college course in agriculture and then come back here and farm with Dad. Club work has given me the big chance it offers every country boy — the chance to grow like a stalk of corn on a hot June night after a shower, and also to have part in more community progress before voting age than the average city fellow has part in before he dies. — *Farm and Fireside*.

In the Third Person. Experience stories are told more commonly, perhaps, in the third than in the first person. Writing in the third person, the author must keep an objective viewpoint. Where it is necessary to enter into the psychology of the persons in the story, he must employ direct or indirect quotation. He is likely to follow, in general, the news story form.

Very brief experience stories in news style are effective in causing the adoption of improved agricultural practices. The story which simply advises a certain practice or quotes a professor of agriculture as advising it, may have some effect. More effect will be produced by a story which gives the results of scientific tests confirming the advised practice. Much more effectual even than this, however, is the story which tells how a practical farmer discovered from actual experience that the prac-

tice under consideration was useful. Not only does the experience of a farmer add human interest to the story, but it gives other farmers confidence in the practice recommended, for they feel that the results were secured under ordinary, not controlled conditions, and that they themselves might by using the same practice obtain comparable results.

The following story, for example, doubtless convinced many farmers of the importance of early cutting of the first alfalfa crop of the season if a large yield of seed is to be obtained:

EARLY CUTTING AIDS SEED

Early cutting of the first crop of alfalfa is important from the standpoint of seed production.

This fact was demonstrated by H. Oscarson, Richland county, North Dakota, last summer. He started to cut a two-acre field of alfalfa on June 15. After he had cut about half an acre he realized that it was somewhat early for the hay crop. He quit cutting and 10 days later finished the piece. The patch was left for seed and the half acre which had been cut June 15 yielded 150 pounds or at the rate of 300 pounds an acre. The 1½ acre strip yielded 250 pounds or a little more than 166 pounds an acre.—R. C. Dynis in *Capper's Farmer*.

The Group Story. The story detailing the experiences of a group of farmers, as distinguished from an individual farmer, is almost invariably recounted in the third person. If told in the first person, such a story is likely to emphasize too strongly the views and personality of a single member of the group.

Following is a story that presents simply and effectively experiences of a group of farmers in an agricultural enterprise:

SELLING SURPLUS FARM HORSES EAST

"Now, gentlemen, if you won't bid up on these horses, I'll have to let you have 'em at your own price. And you know how I hate to do it. I am offered only \$140 for this horse. Who will make it \$145? Do I hear five? Five over there? Sold for \$140—give the clerk your name." The horse, a bay four-year-old weighing 1,550 pounds, was "knocked off" to John Sutton, Burlington county, N. J.

This horse, by the way, was only one of 1,000 or more animals which a year ago pulled wheat-harvesters on the plains of North Dakota, and

which are now pulling plows, coal-wagons, etc., in eastern states. The auctioneer quoted in the opening paragraph was selling a bunch of these horses shipped direct to Mt. Holly, N. J., and there sold at public auction to the highest bidders.

These horses represented the surplus on the Dakota farms and ranches after the bountiful 1924 harvest had been gathered. Many farmers had an extra horse to sell, several had a pair of spare animals, while some had as many as five or six horses that would not be needed in 1925. When these western folks who had horses to sell began to look around for a market, they learned from their neighbors that for two years the North Dakota Farm Bureau Federation had been conducting a marketing agency in the East, selling the horses on the auction block in various New England and Atlantic seaboard cities and villages. In 1924, 32 carloads of horses, numbering in all 929 head, were sold through the Farm Bureau. In February and March, 1925, over 20 carloads were shipped.

The North Dakota Farm Bureau plan has a twofold advantage. A direct market is provided whereby the western farmer can secure the full market value for his surplus horses, while the eastern buyer and user of horses can purchase them disease-free and ready for work.

The bureau's plan eliminated all but one sales agency, thereby saving middlemen's profits. Because the horses are shipped in express cars direct from the farming communities to the eastern centers where they are sold, the danger of disease is largely eliminated. The only stops made en route are for feeding purposes.

In order to avoid glutting the sales market, the bureau has so chosen the eastern communities that no more than two carloads are sent in any one year to the same town or city. One carload or possibly two can be assimilated easily in the average farming community without causing the price to drop. Among the eastern cities where the auctioneer has extolled the virtues of North Dakota horses, and which this year have received shipments of plains animals, are the following: Mt. Holly, N. J.; Jamesport, L. I.; Norwich, Conn.; Newport, R. I.; Dighton, Mass.; North Haven, Conn.; Willimantic, Conn.; Greenfield, Mass.; Danbury, Conn.; Westport, Mass.; Topsfield, Mass.; Milford, N. H.; Keene, N. H.; Claremont, N. H.; Exeter, N. H.; Silver Lake, N. H.; Riverhead, N. Y.; Hightstown, N. J.; Taunton, Mass.; Rochester, N. Y.

Each farmer who has horses to sell must either be a member of the bureau or else become one by paying a \$5 fee with his application. The bureau feels that its services should first be given to those who are members of the organization. The only other cost to the shipper is a \$25 fee per horse, to cover the costs of shipping and selling. This is a blanket charge and is deducted from the sales receipts. If ex-

penses are less than expected, some of this money is returned at the end of the year to the shippers.

At the end of the 1924 season each farmer who had sold horses through the bureau received a refund of \$3 a horse, making his cost of shipping only \$22. This \$22, which is far less than middlemen's profits would have been, included the following expenses: Insurance on each animal against death or injury, preliminary advertising and publicity, home office expenses, printing, inspection of horses, eastern advertising, barn rent, feed and bedding, labor, salesmen's expenses and clerk hire.

The plan of selling horses in the East is satisfactory only if the prices are agreeable to both the buyer and the seller and if the horses prove to be as represented when the transaction is made. The North Dakota seller has so far been entirely satisfied with the price brought at the auction sales in the eastern cities. And the fact that the same communities in New England, New Jersey and New York are taking more carloads each year is proof, the bureau believes, that their farmers, contractors, coal dealers, icemen and others who have purchased the animals have had value received.

John Sutton, the man who bought the bay horse for \$140 at the Mt. Holly auction, says his horse would easily sell for \$180, and that it is a shame the animals didn't bring more money. Good horses, they were, and John says his horse has never been sick. A satisfied customer, John is.

Another satisfied customer is the firm of Joseph Haines and Sons, Medford, N. J. These folks bought for \$312.50 a bay gelding that weighed 1,500 pounds and a gray mare that weighed 1,560. The animals have never missed a meal nor a day's work. I could tell you of one after another satisfied buyer.

The Farm Bureau has insisted that no phony or counterfeit horses be included in the shipments, preferring to send high-class geldings and mares that would receive ready sale and build up confidence in the quality of the North Dakota product. The weights shipped vary from 1,300 to 1,700 pounds and the ages from four to ten years.

"The Farm Bureau guarantees the horses to be as represented," declares I. B. Johnson, official of the Farm Bureau who is in charge of the sales. "Each horse is sold on its merits, and not according to the shipper or buyer. If the animal is found to be other than as stated in the sales ring an adjustment is made with the buyer.

"In every eastern community where sales were held the local county farm bureaus helped to arrange for the sales. The city press was glad to give space to the sales and one paper featured it in its Sunday edition. In one rural community the local minister made quite an extended announcement at Sunday's services in regard to the com-

ing sale and commented favorably on the Farm Bureau's sales policy." — Maynard Brown in the *Farm Journal*.

Presenting Complex Experiences. Whether or not it deals primarily with a single agricultural practice or policy, the longer experience story, especially if told in the third person with a minimum of the subjective, commonly treats of a variety of factors that have entered into the success — or failure — of the farmer or group of farmers with whom the story is concerned. As has been pointed out, farming is complex, and in many agricultural enterprises success is a matter of taking infinite pains in connection with a great many matters.

The following story is illustrative of this characteristic, while at the same time it is not too complex to serve as a model for relatively inexperienced writers:

FIVE ACRES AND A STEADY INCOME

IRRIGATION, INTENSIVE CULTIVATION, AND POULTRY MAKE TOM FIELDS PROSPEROUS

Five acres under irrigation and 325 White Leghorns gave Tom Fields, Wichita County, revenue of approximately \$3,000 for 1924.

Three years ago Fields, who had previous experience in other irrigated sections but had been a city dweller for years, decided to take part in the new "back-to-the-farm" movement, which had added impetus in Wichita county at that time because of the huge new \$5,000,000 irrigation project under way.

Fields' home in Wichita Falls was free of debt and he made an even trade for an eleven-acre garden tract, with house and outbuildings, on the paved highway to Lake Wichita. The garden was about three miles south of Wichita Falls, and was in the old Lake Wichita irrigated district, now a part of the larger district.

Orchards, vineyard, and berry patches Fields planned for his permanent crops. He set out peaches, plums and figs, five kinds of grapes, and several varieties of strawberries and blackberries his first season.

But he did not hunt another job in the city, nor live off savings while waiting for the orchards, vineyard, and berry vines to reach producing maturity.

On the five acres of his little farm outside his permanent developments he commenced some intensive farming. And he bought a flock of chickens.

Half of this five acres made the most remarkable cotton record in Wichita county in 1924. Fields did not formally enter the "Acre Cotton Contest" sponsored by the Wichita Falls Chamber of Commerce for cotton raised by irrigation, but his own private experiment acre produced eighteen pounds more cotton than did the prize-winning acre. The Fields acre made twenty pounds under two bales, ginned, and 200 pounds of seed cotton. The entire two and one-half acres planted in cotton made four bales, and 565 pounds of seed cotton, the crop selling for \$500.75.

Last year, 1924, was the second season for the berry vines, and neither blackberries nor strawberries were permitted to produce to any great extent. But from a half acre of blackberries Fields made \$260 and a quarter of an acre of strawberries brought \$40. The berry beds will ultimately cover two acres, equally divided between strawberries and blackberries, according to the present plan.

Two crops of Irish potatoes were dug and marketed from one-half acre. The first yield was sixty-eight bushels, and brought \$1.60 a bushel sold as early new potatoes. The second crop made around twenty bushels. The total revenue from the potato half acre was \$120.

Fifteen hundred pounds of English peas were sold from a half acre, bringing on the wholesale market \$143.

Early roasting ears from a quarter of an acre brought \$40.

One-eighth of an acre planted in okra yielded about 800 pounds, selling for \$40.

The chicken-yard returns made up the largest single item in the 1924 income. Eggs brought \$1,421.46. Hens accounted for \$213.50 and friers \$174.21. The total receipts were \$1,809.17.

All of the feed for the chickens, except a little green stuff grown in the yard, was bought. The feed bill amounted to \$774, leaving the profit from chickens well over \$1,000.

Fields' expenses in the garden crops were limited to the seed and a small amount of labor in berry-picking time. The family table was supplied almost the entire year from the garden and the poultry yard, their outside expenses for food being very little.

Mrs. Fields keeps the books and every item of expenses and income is entered and properly classified. There is nothing haphazard about the operations of the Fields' business, the outstanding characteristic being the system and energy that made possible the intensive one-man cultivation of the small tract, with the above outlined financial results.

Several years' more growth will be required before the orchards and vineyards will be heavy revenue bearers, but there is already enough growth that the possibilities of the permanent developments

may be appreciated. Trees and vines stretch in long orderly rows. The 1925 income from the strawberries and blackberries should be a fair index of what may be expected from the berry crop in the future. The grapes will commence to be an item by next season, and then, in another year or two, the fruit trees will add their contribution.

"Get your stuff to market ahead of the other fellow, and have it better than the average," is Fields' rule for success as a market gardener in small way. For example, his strawberries were ready for market this year early in April. He follows his rules by specializing on a few crops, and making these the best on the market. He is also interested in experimenting, and is at present trying to prove that figs can be made a profitable North Texas crop. His fig trees suffered from the freezes of last winter, but he is continuing his experiments in fig-raising. Last year the young trees bore some very fine fruit.

The story of the Fields five acres is the story of work and water. Without irrigation the results would have been impossible, except in years of ideal moisture, and they are few in that section. But the results would have been equally impossible without the intensive work the man himself put into the small tract.

There are now around 250 garden tracts in Wichita County alone, in the irrigation district, according to recent estimates based on semi-official surveys. Some of the new gardeners are novices, some are experienced. To these and to the numerous others in other sections of Texas where irrigation is being adopted, the story of Tom Fields and his five acres may be of interest. — Pauline M. Naylor in *Farm and Ranch*.

Subjects Vary Widely. It will have been observed by this time that the subject matter of the agricultural feature story may vary widely. There is no phase of agriculture that does not afford subject after subject for feature stories. There probably is no farm in the United States on which a competent writer could not pick up subjects. Care should be taken not to select too broad a subject.

Illustrating the variety of subject matter possible for the agricultural feature story, a glance at random through some of the better known farm papers shows stories written about the preparation of the seedbed for corn, a boy's experience in raising hogs, increasing farm earnings by the use of an electric plant, satisfactory varieties of grapes, combination sorghum and cowpea hay, suggestions for a better wool clip, coöperative wool associations, seaweed as a fertilizer, fireproof posts, selecting tomato seed, mid-summer gardening, the increased value of the farm woodlot, how

to cure roup, harvesting beans, pasturing lambs in the corn field, Jugo-Slav colonies in Michigan, the rice crop of Siam, ten years' experience in raising sheep, remodeling the rural schoolhouse, the cost of producing cotton, summer fallowing for wheat, irrigation from deep wells, and the establishment of a farmer-owned department store for wholesale buyers. Each of the types of story heretofore discussed is represented by some of these subjects.

It also is evident by this time that the feature story is not subject to the rules which govern the structure of the news story. It may begin with a news lead; it may not. It may deal with matters in the order of their importance; it may not. It may present the feature of the story at the beginning, in the middle, at the end.

The ordinary feature story does tend to be objective; in that respect it is like the news story. Absolute objectiveness is not in it, however, the *sine qua non* that it is in the news story.

Literary Devices. Any literary device that can be employed to make the story interesting is open to the writer of the feature story. He may introduce conversation. He may relate humorous incidents. He may draw analogies with matters outside his subject proper.

If he is writing for the farmer, however, he should beware of attempting to make his story stand on a foundation of interest rather than a foundation of fact. The farmer wants information.

Care should be taken also, in writing for the farmer, not to introduce the bizarre or ultra-sensational methods of compelling interest which are sometimes employed by metropolitan newspapers. They will cause the farmer to distrust the writer who uses them.

The Title. Contrary to the usual practice in writing news, the writer of feature stories for farm journals or magazines must prefix titles to his stories. It cannot be too often emphasized that the title is not the subject on which one writes. The title is prefixed to the article after it is completed.

The title is the psychological point at which to attract the interest of the editor, and, of course, of the reader also. This fact demands that it be interesting. Ordinarily, too, it should be brief.

All titles should correctly represent their stories. They should

never deceive the reader. But they may or may not summarize the stories. Many short feature stories have simple, direct summary titles, such as "How to Harvest Navy Beans" or "Feeding Poultry for Market." These endeavor to attract solely by reason of the facts with which they deal. More extensive stories use titles that arouse interest by suggestion. Some titles present a concrete picture. Such a title is "From 16 Sheep to 6,000." Others draw attention by something closely approaching a pun. This type of title is illustrated by "The Town that Jacks Built," over a story telling of a town built up by the mule industry. Another type of title takes language from another industry. For example, "The Turn-over Counts in Farming."

Where a title is somewhat general, a more concrete subtitle frequently follows. Verbs are often absent from the titles, but the subtitle nearly always contains a verb. Under "First Aid to Congested Markets" appears a subtitle, "How The Huckster and the Push-cart Man Serve Farmer, Trade, and Consumer." Under "For Food and Raiment" there is used as a subtitle the sentence, "Competitor Clothed in Wool Walks with the Steer and the Hog." The subtitle corresponds to the second deck of a news head of several decks.

The subheads appearing at intervals in long feature stories are usually inserted by the editor.

QUESTIONS

1. What is a feature story?
2. What caused the development of the feature story?
3. Into what two general classes may feature stories be divided?
4. What is the fundamental requirement in writing the purely informative feature story?
5. In what style is this type of story usually written?
6. How may the appeal of this type of story be enhanced?
7. Why is the device story popular?
8. How does the agricultural story written chiefly for interest differ from a genuine human interest story?
9. What is an experience story?
10. When an experience is written in the first person what are the two practices commonly followed?
11. What kinds of experience stories may best be written in the third person?

12. Where may subjects be obtained for agricultural feature stories?
13. What may be said of the literary structure of the feature story?
14. What matters should be considered in prefixing the title to a story?

ASSIGNMENTS

1. Clip from farm journals examples of agricultural feature story as follows: Purely informative story; device story; informative story written chiefly to interest; experience story written in the first person in news style; experience story written in the first person in narrative style; individual experience story written in the third person; group experience story written in the third person.

2. Rewrite each of your experience stories, making it purely informative and eliminating all reference to individual experience. At the same time, try to make your stories as interesting as possible. What losses in effectiveness were produced by the rewriting?

3. Clip 10 openings of feature stories that you regard as particularly good. Discuss the strong points of each.

4. Clip a purely informative, a device, and an experience story that you regard as poor. Explain why you do not like them, then rewrite them, making them good.

5. Clip 10 good titles and 10 poor titles of agricultural feature stories. Explain why you approve the good ones. Rewrite the poor ones.

6. Make a list of subjects for each of the following types of story: Purely informative story; device story; informative story written chiefly to interest; experience story. Indicate where you would get the material for each story.

7. After consulting with your instructor as to your subjects, obtain the material and write those stories which you and he have agreed upon.

8. Prefix titles to your stories.

CHAPTER VII

INTERPRETING AGRICULTURE

"LET the facts speak for themselves," is a common remark of editors to reporters and other writers. It is generally maintained by members of the profession of journalism that news stories should consist exclusively of facts, recounted accurately, objectively, and without bias. The news story is unsigned; it should be as impersonal as its authorship. In actual practice, this rule is often violated, but its violation is seldom defended.

Likewise, the feature story is held to be an objective type of writing. The fact that it often introduces human interest elements, that it bears, as a rule, a different sort of heading from that placed over news, and that it frequently is signed by the writer, makes the demand for complete objectivity less strict. Nevertheless, the typical feature story has little of the personal in its substance; the author reveals his personality rather in style.

Where Interpretation is Needed. The theory underlying this is that the reader should draw his own inferences from the facts as recorded, aided by comment in the editorial column. The use of the editorial column bears witness to a realization that certain facts because of their complexity or their unusual nature require interpretation if their significance is to be grasped by the average reader. In recent years, however, the editorial column has been found inadequate to this purpose. Except on the largest papers, there are not enough editorial writers to permit of the employment of specialists in all the important phases of life with which the news is concerned. Moreover, the editorial writer is often lacking in contact with actual conditions.

The Interpretative Article. This situation, added to a desire to get relief from the standardization characteristic of contemporary newspapers and periodicals, has caused the development of the signed interpretative article. Such an article is not a substitute for the news, but additional to it. Sometimes it partakes of the character of the feature story. It is written by a

person well acquainted with the field with which the article deals. In some instances he may be an authority on the subject about which he is writing. More often, he knows where to get authoritative material on the subject.

Interpretative articles are rapidly growing in number in newspapers and other publications. They deal with all sorts of subjects, from politics to religion, from millinery to literature. They are most extensively employed, however, in subjects about which the average reader's knowledge is scanty; scientific subjects, for example.

The Farmer's Situation. Widespread popular opinion to the contrary notwithstanding, agriculture is such a subject. The intelligence of the average farmer concerning the problems that he encounters on his own farm cannot be gainsaid. The scientific basis of farm production, however, has been greatly widened by experiment and investigation in recent years, and of this no single farmer can keep track by his own efforts. Furthermore, the marketing of farm products has become a world problem; it now forms a part of a complex industrial and commercial system. Not only does this affect the individual farmer's selling problem, but it involves him also in production plans which must be adopted to meet shifting market conditions. World production and world marketing present themselves today to the New England truck farmer, the southern cotton planter, the wheat grower of the Great Plains, the stockman of the western ranges, the fruit grower of California or Florida. Rural life is complicated by modern inventions and discoveries and through the influence of urban conditions. It is obvious that the individual farmer cannot interpret for himself all the facts, scientific, economic, sociological, psychological, political, which now affect his business and his life.

Making Agriculture Articulate. Moreover, it is being realized more and more by students of economic and social conditions that no group can make satisfactory progress until it is articulate to other groups in the population. Farming and the farmer have never been, and are not now, well understood by urban people. With the increasing interdependence of country and city, such an understanding is a necessity. The problems of agriculture must be interpreted to the public as a whole.

Readers and Their Background. It must not be assumed

that in writing about agriculture for farmers or for urban people every fact requires interpretation. Many facts require no interpretation; their implications are clear without comment. If a farmer owns two similar fields, one of which he plows reasonably early and the other late, and the early-plowed field yields 50 per cent more winter wheat, no one needs to be told that, in the region in which the fields are situated, early plowing pays. Interpretation of the obvious is justly regarded by the reader as an insult to his intelligence. The writer may well follow the policy of employing interpretation only when he is convinced that it is essential to making the significance of the facts clear to the typical reader for whom he is writing.

The probable intellectual background of the readers of a story must be considered in interpreting the facts. On the one hand, a technical subject must be explained at length to readers unfamiliar with the trend of technical thought. On the other hand, readers of much above the average intelligence and education will in some cases demand an extended interpretation of the facts for that very reason. They will appreciate the presentation of economic and social causes and effects associated with the facts, and these can be given adequately only at some length.

In dealing with economic problems, the average writer often assumes too extensive knowledge on the part of his readers. Sometimes this is due, consciously or unconsciously, to lack of a thorough grasp of economics on his own part, which he tries to conceal by using technical terms. The facts of economics, or indeed of any other subject, can be interpreted with a minimum of technical vocabulary, provided the writer really understands their significance.

The Writer's Qualifications. No writer should attempt interpretation in agriculture without a genuine grasp of the facts with which he is to deal and their implications. In some instances, a knowledge of agriculture as a whole, supplemented by a reporter's observations and inquiries, furnishes all that is necessary. Furthermore, the writer must be fair and unprejudiced on agricultural questions. Interpretative writing involves necessarily the expression of opinion, but such opinion should be based on open-minded consideration of facts.

Interpreting Farm News. Examples of articles employing a limited amount of interpretation are found frequently in the

farm press, which, following in the wake of the bare news as presented in daily newspapers, seeks to make clear the agricultural implications of the news. The following article is representative:

NEGRO FARMERS SUCCEED

Several acres. A cozy cottage with fragrant blue smoke curling from the chimney. A sizable woodpile in the backyard. A cellarful of vegetables, fruits, jam and honey. Corn in the crib, stock in the barn, money in the bank! That sort of thing.

And on the other hand: Seeking jobs shoveling snow and tending furnaces in the city or working as porter in a saloon. What with rent, groceries, and other living expenses spelling a parlous existence.

If you were a negro and ambitious, which would you choose?

One hundred of the 4,000 negro farmers of Missouri met at Dalton, Chariton County, Missouri, last week to talk it over. It was the eleventh annual Missouri Negro Farmers' Conference. The logical place for the negro is unquestionably on the farm, they decided. The soil will produce just as prolifically for him as for anybody. His products are just as merchantable. Here is to be found the much sought equality of opportunity.

Is the negro a success on the farm? This question is interesting many concerned in the welfare of the race. Is he earning a comfortable living? Is he improving his land? Is he capable of efficient management? Are his returns such as to encourage others of his race to return to the land, whence they have slowly gravitated to the city?

Facts brought out at the conference, held at the Bartlett Agricultural and Industrial School, answer these questions in the affirmative. It is hoped that when the opportunity awaiting the negro in this direction is shown to him, there will be a gradual movement of the race to the farm.

The question as to how the negro answering the call "back to the soil" could finance himself is receiving thought. The negro, or the white man, cannot, of course, acquire land and work it without funds. Those who are making striking successes now are mostly those who have owned their places many years—those who bought when land was cheap.

In many cases farms have been inherited. But there is a way the negro may take up agriculture. Those now engaged in it advocate the plan strongly. He can obtain work as a farm hand and thus obtain practical knowledge. The next step would be a tenancy. This would come after he had secured the confidence of the owner.

Returns from the rental place, if farmed intelligently, would enable him eventually to buy it. Intensified farming is recommended for the negro, since it can be carried on on small acreages. Several who have been decidedly successful at it attended the conference.

"Farm fewer acres—make larger yields," is one of the slogans of the organization. Those who planted potatoes last season were enthusiastic. Trucking had ardent supporters. Others contended the only thing was to raise corn and feed hogs. This, of course, would require a somewhat larger acreage. A number were pleased with their crops of navy beans.

Callaway County has the largest number of negro farmers in the state. It is in this county that John Nunelly, the largest negro farmer of Missouri, has his farm of 1,400 acres. There is a large settlement of negro farmers in the vicinity of Dalton. While their coming was opposed at first, they are now proclaimed by some "the best asset of the county." They are a substantial, orderly and industrial people. The appearance of their homes attests to their prosperity.

Nathan Thornton of Dalton, who owns three farms, last fall paid \$10,000 cash for a tract in Chariton County. He and his sons are working the farms and his neighbors say he has amassed a neat sum.

J. G. Groves of Wyandotte County, Kansas, the "potato king," who owns tracts embracing 2,700 acres, all of it devoted to tubers, attracted interest at the conference. Groves won a government medal in 1908 for growing 420 bushels of potatoes an acre.

"We are just discovering ourselves," Groves said. "God never intended land should rest. Turn your land over to your boy better than you got it. Do this by plowing deeper every year and by planting life-giving plants when the soil needs it."

Two years ago Charles Roy, a young negro, was working in Kansas City. His father died and he decided to go back and work the family farm in Chariton County. There are eighty acres, on which he is growing corn, oats and wheat. He is supporting his mother, two sisters and two younger brothers, and saving something besides.

Daniel Bell, a young negro farmer of Cooper County, last year had 125 acres in corn, fifty in oats and ninety in wheat. He said he is more than satisfied with his profits. Aubrey Smith of Randolph County has eighty acres in corn and oats.

Mrs. Ruby Dameron related a unique experience. Last July the farm belonging to her husband near Prairie Hill was almost completely flooded and the crops ruined. After the water receded she and her husband replanted potatoes, navy beans and sorghum. They got ninety gallons of molasses, one hundred pounds of beans and seventy bushels of potatoes. Chickens and eggs brought \$300. So, despite adverse circumstances, they managed to provide against winter nicely.

The Bartlett Agricultural and Industrial School is performing valuable work in connection with the negro farm movement. Courses in agriculture are given boy students and domestic science is taught to the girls. In addition, there is a general course. The school is making for a generally better race. Residents of Dalton say a student of the school may be told by his conduct. — *Weekly Kansas City Star*.

Writing for the City Man. Obviously, much more extensive interpretation is necessary to make agricultural problems clear to the urban reader than to the farm reader. The city man's knowledge of agriculture is exceedingly scanty, and many phenomena which would be perfectly clear to the farmer must be explained to the urban dweller. Further, the city resident is not, as a rule, altogether clear as to the relations of farming to his life, and this likewise must be presented. A sound knowledge not only of agriculture and rural life but of social and economic relationships generally, becomes essential to the writer.

The following article exemplifies interpretation of this character:

SOUTHERN AGRICULTURE

A SURVEY OF ACTUAL CONDITIONS AS THEY AFFECT COTTON GROWING AND GENERAL FARMING

BY FRANK BOHN

Our cotton states east of the Mississippi face the second great change of their history. During the Civil War their labor system was destroyed. Now their whole agricultural structure is being altered. The change is fundamental and inevitable. The system must be rebuilt from the ground up.

In part the South shares this larger agricultural problem with the other farming sections of the nation. Everywhere our old system of agriculture is being revolutionized. Modern machinery requires a new technique and ever larger units of capital. The new conditions of marketing demand organization locally and nationally. Our progressive farmers are attempting, in all sections, to adjust themselves to these new conditions. But in the southeast the crisis is doubly acute. Like Iowa, South Carolina must learn the difficult task of scientific agriculture and coöperative marketing. But South Carolina must do more. The boll weevil is forcing her to proceed hurriedly, and as best she can, into diversified agriculture.

Everywhere in the South one hears the burning question, "What

will the weevil do to us this year?" If the South picks another short crop this season hundreds of thousands of farmers east of the Mississippi will face insolvency. Now to fight the weevil successfully takes money. It means the expenditure of more money than the present price of cotton justifies. Under conditions of weevil infestation either the price must rise or less cotton will be grown. Before the coming of the weevil the growing of cotton was a "fool-proof" operation. The most ignorant laborer using the most primitive tools could get the job done. Today its production requires skill and infinite patience. Growing cotton has become a highly specialized form of farm labor and administration.

"We face a crucial transformation, not only in southern agriculture but in the everyday life of the world," said a southern cotton manufacturer to the writer recently. This manufacturer is one of the most efficient and best informed in the South.

"We shall probably see the growth of flax in the West," he went on to say. "People use cotton because it is cheap. This nation and the whole world have concluded that 20 cents a pound is enough to pay for cotton. If it costs more than that they will use wool or silk, but above all else linen; so the farming part in cloth production will be largely removed from the South to the West."

The simple fact is that under the very best conditions of fighting the weevil that we can foresee, this manufacturer's prophecy will be in part fulfilled. Doubt about this matter is a thing of the past. These states must produce swine, dairy cattle, and poultry. They must grow vegetables and fruits. And they must do these things well in order to compete with other sections. Last year's average of lint cotton in South Carolina was only 178 pounds per acre. In Georgia it was 157 pounds, and in North Carolina 201 pounds. The profit on this yield with cotton at 20 cents does not pay the lowest scale of wages. It does not pay taxes. It cannot keep the southern farmer on the farm.

As an example, let us glance at conditions in Georgetown County, South Carolina. The Department of Commerce has just published the recent census (1924) report for this county. Since 1919 its number of farmers has decreased from 1,834 to 1,720. Cattle decreased from 7,259 to 4,391 and swine from 12,172 to 8,643. The tobacco acreage was cut to two-fifths and the crop to one-fourth of the previous census. Finally cotton, the staple crop, was reduced in acreage from 7,343 to 3,833, and in bales harvested from 4,254 to 1,208. No wonder the total farm values were cut to one-half of what they were in 1919.

A totally false notion obtains in the North that the South is prosperous. This is true only of a very small class in the cities. The economic status of the southern farmer is indicated by the facts just

cited. A minority of these farmers are now in process of learning the new agriculture. The job of teaching the majority under present conditions is a task before which anybody might despair. Considerably more than half the workers in the southern fields, east of the Mississippi, are negroes. About half the remainder are white tenant farmers. Both these classes are generally incapable of modern farm practice. So the older South is thus being harried and driven before generally chaotic farm conditions on the one hand and the devastating scourge of an insect pest on the other. Considered as a national problem it is the reorganization of our agriculture, not the solution of the industrial problem, which constitutes the most pressing task of our American statesmanship. A great wind of economic change has struck us squarely and twisted us about.

For a full century our main export crop has been cotton. The production of cotton goods now ranks fifth in the value of our manufactures. The decrease of cotton production is bound to react adversely upon our whole national economic life. As the South is driven before the weevil into diversified farming she will compete with every agricultural section outside the main wheat belt. Her conditions of production will affect the standard of living of our farmers in the East, Middle West, and Far West. So the present predicament of the South is far from being a sectional problem. All sections have prospered with her prosperity. Now all of us are certain to share her distress.

Is southern agriculture to become decadent?

This question concerns, most directly, the status of some three millions of farm families. These are about equally divided as to color. Are these fifteen millions of people, and their increase, to thrive in the country, or are a majority of them to be thrown into our industrial cities and towns?

Meanwhile a new southern leadership has responded to the call of agricultural needs. This leadership is formulating plans which, it is hoped, may lead the section on to better things. For a decade the slogan of southern rural progress has been "Better schools and better roads." Many thousands of miles of good roads and many hundreds of consolidated schools and rural high schools have been recently built. Now the new leadership would increase this program. It would reclaim wide areas of swamp lands and cut-over lands. It would give every landless family the chance to own a farm. It would teach agricultural coöperation, not only for purposes of production and sale, but to the larger end of a new rural society and civilization in the South.

The South deserves what she has never received from the North — she deserves to be understood. In all the history of the nation we in the North have never really tried to take her point of view. We

have looked upon the vast and peculiar burdens which have bowed her down for a century as though they sprang from a moral and not an economic evil. The average reading citizen of New York knows more about present-day Russia than he knows about our South. Indeed he reads, in the daily press and magazines, much sound matter about Russia. But he seldom enough reads anything at all about the South except perhaps an occasional book of popular fiction. How small the number among us who have ever made the effort to travel through our South and study her conditions at first hand! The lack of a sympathetic understanding between these two sections has been the tragedy of our national history.

No doubt the poorer people of the rural South are intellectually and socially backward. The cause of this condition, which is basically economic, can be removed. Let these people be economically prosperous and they will quickly enough have more general education and greater liberality of mind. Incidentally they will furnish a much better market for our manufacturers. They will share more forcefully and usefully in our political life. They will come up from the rear and march abreast of the nation as a whole.—*New York Times*.

The Value of Research. The interpretative articles heretofore presented are based on fundamental knowledge of agriculture plus information gained by attendance at meetings, by interviews, by examining current statistics, and by the other methods usual to reporters. In as old and complex a field as agriculture, however, there are many subjects which may effectively be interpreted, in part at least, by means of the results of historical or other research. Such work, neglected of necessity by the average reporter, may yield much to the writer who is willing to give the necessary time, and who has sufficient acquaintance with agricultural and related literature, to delve into the mass of material that throws light on farm problems.

Following is an article, of interest to both the farmer and the city man, which is based chiefly on research:

WARMED-OVER ECONOMICS

NAILING THE FALLACY IN FARM RELIEF PROGRAMS

BY LEO C. MOSER

Four or five years ago someone started an idea that made a profound impression upon the farmer's mind. Its basis was a declara-

tion to the general effect that "farmers are facing the greatest crisis in the history of agriculture. Big organizations, relief legislation, regulatory measures, and a great many other forms of drastic action are necessary or else farmers will be relegated to a condition of peasantry and serfdom."

It was repeated with variations and embellishments from Texas to Minnesota, from California to Maine. Time after time, in widely separated parts of the country, during 1920, 1921, and 1922, I heard men who gave the impression of being of sound mind repeat this liturgy to audiences of reasonable appearing farmers. Even as late as the last session of Congress, when the McNary-Haugen bill was cited as the one hope for American agriculture, one of the most active members of the farm bloc was widely quoted as having declared that "agriculture is at the parting of the ways. One road leads to prosperity; the other to a condition of serfdom."

In the light of the annual report of the Department of Agriculture which was made public a few weeks ago, the post-war period of readjustment seems at last to be merging into an era approaching normalcy. Despite the forebodings of the pessimists, there has been no indication so far of a great class of serfs or peasants developing in our farm populations. The purchasing power of the farmer's dollar, woefully out of balance, is being gradually adjusted, farmers are paying back loans secured from the War Finance Board during the slump years, and Secretary of Agriculture Gore has published a statement to the effect that this has been the greatest harvest since the war. All these things point to the end of agricultural depression.

One great mail-order house, dependent on farm purchasing power, has retrieved a \$16,000,000 loss since it closed its books in 1921. This recovery is particularly significant in view of the fact that farmers are prone to buy at home when they need credit and to take advantage of the mail-order bargains when they are in funds. These and many other facts indicate that the fate predicted for American farmers by farm organization officials and lecturers and by sanguine prophets of distress in the Congressional farm bloc is a possibility not in keeping with present conditions. Agricultural progress during the past century has been nothing short of marvelous. We have gone from oxen to gas tractors, from razorbacks and long horns to pedigreed stock, from lumber wagons to motor trucks, and from tallow wicks to electric light.

And as for the relief measures suggested as a means of saving agriculture from serfdom and peasantry, most of them were tried and proved fallacious between the times of Confucius and Julian. Consider this statement which straddles the fence so neatly, weighing equally the interests of producers and consumers:

If the price of grain is too high, it will hurt the consumers, and, if it is too low, it will hurt the producers. The bad result of a high price and a low price is the same. Therefore, a good statesman will keep the people from injury and give more encouragement to the farmers.

It might be attributed to Senator Arthur Capper, father of the Futures Trading Act, which put a damper on the speculative operations of grain exchanges. It might have been repeated in campaign speeches by Senator Brookhart of Iowa or Senator Magnus Johnson of Minnesota. The gentleman responsible for it was the Minister of Wei at the time he was taking up the duties of his office in China a little more than 250 years before the birth of Christ.

Weather conditions have not changed to any extent since the time of Confucius. Farmers experienced years of good crops and years of bad crops then as they do now. In the absence of local and terminal warehouses, transportation facilities, and central markets, however, prices fluctuated much more wildly between two extremes. One of the first tasks that one old Minister of Wei set for himself, therefore, was the administration of economic laws to the end that the price of grain in years of good harvest and of bad harvest might be equalized.

He evolved a rather comprehensive scheme for regulating the purchase of grain by the Chinese Government whenever the price was depressed below a determined normal price. This, he argued, would save the farmer from the injury of low prices when crops were heavy and would supply stored grain to sell to consumers at a nominal figure when the nation would otherwise suffer from famine. As an expedient to cope with the problem of unorganized distribution in a nation of large population the scheme was ingenious. It does not require an economist, however, to point out that such a plan would have to be very much restricted unless the resources of the government treasury were unlimited. The Chinese Government found it impossible to maintain the announced schedule of prices when, with the government granaries full, good crops continued for several years, and the farmers, expecting these prices, continued to produce the grain included in the schedule with no reference to supply and demand.

About 2,170 years later, one sultry afternoon in a stuffy Chicago Loop hotel room, I heard about the same plan urged upon the board of directors of a farmers' marketing organization as a feasible and necessary legislative program for the relief of grain producers. As we have seen, the idea was not original with the Middle Western farmer who presented it. It was not altogether original with the Minister of Wei. He got many ideas from Joseph, who preceded him about 1,500 years. In fact, there have lately been few original suggestions. Most of the economic absurdities proposed as relief measures

in these more recent years were rivaled by ideas in the days of the Hellenic civilization, three or four hundred years before Christ.

In Athens, the scraps of old records tell us, grain dealers bid against each other in the market in order that they might get as much grain as possible in their control and then, in times of scarcity, sell it at a profit. When there was no scarcity they invented one.

Athens imported about half the grain that it consumed, and this fact furnished a basis for much market gossip both bullish and bearish. In an oration before an Athenian jury, Lysias, who was a professional writer and orator, declared that the dealers were continually spreading reports that the ships bearing cargoes of grain had perished in the Black Sea, or had been captured by an enemy, or that the harbors of the exporting country had been closed, or that the truce with the exporting country was about to be canceled, in order that they might influence the price of grain and sell at a greater profit.

The Athenian Council was righteously indignant when these practices were called to its attention. It was decreed that the dealer should not be allowed to make more than a set profit on each *mendimus* (about a bushel and a half) of grain, and that no one should be allowed to purchase more than fifty back loads of grain from a producer or importer at any one time. Violation of these and similar regulations dealing with bread was punishable by death.

Great wholesale merchants of that time preferred the grain trade to any other, but the chain-store idea had not been evolved and they were obliged to depend upon the dealers who legally could not buy more than fifty back loads at any one time. No doubt, after night-fall, there was bootlegging of excess stocks by dealers who had used already their backs fifty times that day. At other times, when the market was dull with demand slow and supply plentiful, the retail dealers took counsel and determined to live within the letter of the law. As a result, competitive bidding for the wholesale importers' supplies lagged and prices dropped. The dealers, having completed their purchases, were able then to stir up interest in the market by spreading bad news about sunken cargoes and impending political troubles. Citizens became anxious to have adequate supplies in their homes and the dealers could then retail their supplies at a handsome advance in price.

Today, when the market is dull, interest is developed by a report of green bugs in Oklahoma or the Dakotas. A faultily coded telegram changes a fleecy cloud in New Zealand into a ruinous hail-storm. A reporter errs, and the needed shower in the Middle West comes in over the ticker as a devastating flood. Unfortunate mistakes, these, seldom rectified until after the chalk has marked the figures on the big board up or down.

Enforcement of the old Athenian law would wipe out the grain dealers entirely, working a hardship on consumers and producers alike, because it necessarily left them without a central place to buy and sell. Farm leaders in the high councils of farm organizations were proposing exactly the same course of action in 1921 on practically the same premises as those argued in Athens more than 2,000 years ago. A few of the more radical officials even made promises to padlock the doors of the Chicago Board of Trade before a given date. Americans, like Athenians, seem to find it easy to overlook the fact that the dealer is always in the market, that he is ready to buy and pay for grain at times when consumers are not, because it is his business to speculate on future supply and demand. Like the Athenians, our farmers are not concerned with those instances when the dealer's judgment is wrong, but should he prove to be right and make a good thing of it, they would immediately invoke the Athenian law and hand him a cup of hemlock or a rock to hang around his neck.

Price fixing — maximum prices — had a fair trial some 1,600 years ago. In Rome, about 300 A.D., Diocletian issued an edict which was intended to make the high cost of living unlawful. He fixed the maximum price at which grain, beef, clothing, and about 800 other articles could be sold, and then put the whole force of the Roman government behind the measure to secure its enforcement. It appears that edicts were enforced more successfully by the Romans than are constitutional amendments in the United States, because thirteen years later Lactinius recorded the fact that the "scarcity grew much worse until, after the death of many persons, the law was repealed from mere necessity."

Sixty years later, Emperor Julian was sure that Diocletian failed because he had not gone about administering the measure in the right manner. He decided to try it on grain alone. When the price was named those who had grain to sell thought that the status of supply and demand justified a higher figure and hoarded their stocks. Julian believed that he had the answer to that. He purchased several cargoes of grain in Egypt and elsewhere and brought them to Rome to sell at the legal price. The speculators bought up the cargoes — and hoarded them. They were still unconvinced that conditions justified such a low price. In the end Julian gave it up, and the economic law of supply and demand had again proved itself superior to imperial edict and command.

But price fixing has been tried again and again, notably in our Revolutionary period, when the fathers of our country tried to cure the rise in prices of necessities caused by the declining value of Continental paper currency, by legally fixing the selling price of such commodities as grain, clothing, livestock, and similar necessities. Time

and place, however, had no effect on the results. A contemporary historian has recorded that "the statute found itself deserted and without a single defender."

The lesson taught by Emperor Julian and our Revolutionary legislators has, it would appear, been entirely forgotten. It was less than a year ago that I heard a candidate for the United States Senate, who has since been elected, mumbling certain generalities about "guaranteed grain prices" to his constituents.

There is no denying that the farmer has had a hard uphill fight. But in seeking a cure for his ills he has rushed before the Athenian Council or sent someone there and hastily proposed this or that measure, confidently expecting that relief for his economic problem could be obtained in a political way. Enough time has elapsed and enough promises have been broken to prove to the farmer that the estimates of results to be obtained are very different from the actual accomplishments. Surely he should be ready to do something that will represent a real advance, now that he has tried almost all of the ancient theories — government storage, fixed price, government purchase, and export — long ago proven impractical.

The advance should come through coöperative organizations. But such organizations will have to abandon their present method of fighting the members of all other groups and waiting and wishing, collectively, for something to happen. They will have to work with each other for greater efficiency in growing, grading, and marketing their crops in the same way that manufacturers have developed their trade associations for the primary purpose of promoting greater efficiency and economy. The success that attends on a few of the smaller associations of farmers, organized and operated strictly for business, will be shared by larger bodies. In time, the term "farmers' organization" will come to mean business organization — not a legislative and congressional lobbying society or mutual commiseration club whose salaried lecturers point threateningly to the horrors of serfdom and peasantry, just over the horizon. — *Independent*.

Laying Down Agricultural Policies. The most useful interpretative article, but at the same time the most difficult to write, is that which lays down broad policies which the writer offers not simply as a basis for understanding some single agricultural problem, but as a guide to the solution of agricultural problems as a whole. Such an article cannot be based on mere knowledge of agriculture, on a reporter's investigations, or on research. These, or their equivalent, are all essential to such an article, but there must be represented also in it a philosophy of

agriculture and rural life, gained through experience, study, and meditation. The young writer should not attempt it, unless purely for his own reading and to clarify his ideas; it is essentially the product of mature judgment.

An article of this type, the first of a series of two by the present United States Secretary of Agriculture, shows how much knowledge, investigation, and personal philosophy are necessary to success in presenting and interpreting a significant agricultural policy for the nation as a whole:

THE FARMER MUST HELP HIMSELF

BY W. M. JARDINE

If Jim Smithers owned in 1900 a Kansas farm that was valued at \$7,000, the chances are that that farm is now priced at close to \$35,000. The tax assessor's figures indicate as much. If one wanted to buy the farm one would find that \$35,000 is the price asked for it.

Since 1900 the farm land values of Kansas have multiplied approximately five times. Whereas in 1900 the farm land of the state was estimated by the census takers to be worth \$500,000, the valuation now is in the neighborhood of two and a half billion dollars.

A similar state of affairs exists in all the big farming states of the Middle West and the Far West. In North Dakota the 1900 valuation was \$173,352,270, whereas the valuation according to the most recent authentic figures available — 1920 census — is \$1,279,313,627. The increase in the land values of North Dakota and many of the other newer states is extreme, since the period 1900-1920 covers much of the development of those states. In Illinois the two figures are respectively \$1,514,113,970 and \$5,250,294,752; in Minnesota, \$559,301,900 and \$2,750,328,432. For the entire United States the farm land values, according to the 1900 census, were \$13,058,007,995, whereas, according to the 1920 census figures, they were \$54,829,563,059.

The increase in land values is the result of the increased demand for the available supply of land. Free land of good quality and location disappeared long since. Cheap land has now followed in its wake.

Improvements in the technic of agricultural production and higher prices for farm products from 1900 on increased the net return obtainable from land. The increased returns were capitalized in higher land values.

The increase in land values between 1900 and 1910 was due only partly to increasing prices of farm products. Between 1910 and 1920 the rise in land values resulted largely from rapidly increasing prices of farm products. Farm-commodity prices between 1910 and 1920

were not produced by normal and enduring forces. The land values of this period were thus built upon price levels produced by unstable war conditions which could not last.

Land values change slowly and always lag behind changes which increase or decrease the return from the land. The changes may be temporary. The purchasers of land hesitate to pay higher prices or the sellers to take lower prices unless they are convinced that the changed conditions are relatively permanent.

This is true because the price paid for land is the estimated capitalized value of the current income together with all expected future incomes to be obtained from the land.

Prior to 1920 land values rose in response to conditions which increased farm returns. In 1920 these conditions changed, and since then the returns have been materially lower. Land values also have declined, though considerably less than farm earnings. Since 1920 the average value of plow lands in the United States is estimated to have dropped as much as 30 per cent.

The problem of realizing a reasonable return on high land values concerns a great many farmers, and not least of all, those who bought lands during the "boom period." From 10 to 15 per cent of the farms in this country changed hands between 1916 and 1920. Many a farmer bought land at excessive prices, and is now confronted with the problem of obtaining an adequate return at the lower price levels for farm products.

Jim Smithers has felt the effect of these changing conditions. The returns from his farm during the past three or four years have not been sufficient to give a fair interest return on the land at its present price. He has had difficulty in paying interest on his mortgage and meeting his other obligations.

Prices for agricultural products are higher than they were in 1900, but the prices of farm machinery, of labor and of most other things that the farmer uses have increased more rapidly than have the prices of farm products. The immediate problem is concerned with the maladjustments in price relations following the World War.

If Jim Smithers stops to analyze his situation in an endeavor to solve the problem of getting a reasonable return on his capital, and an income that will enable him to maintain a suitable standard of living, he will discover that there are several possible means of accomplishing this.

Farming may be made more profitable through better adjustment of production to domestic and foreign demand. Severe losses frequently have resulted from producing products in larger amounts than the market would absorb at prices that would return a profit to the grower.

Prices of wheat, corn, hogs, beef cattle, and in fact of most farm

products, have sunk at various times below profitable levels, largely because the supply was larger than the effective demand. On the other hand, the production of some commodities not infrequently has been too small to meet adequately the demand of consumers at reasonable prices and likewise yield farmers the largest returns.

While it is true that the volume of production is influenced materially by climatic conditions over which the farmer has no control, yet the farmer may do much to increase and stabilize his income through proper adjustment of crop acreages and numbers of live-stock. Such adjustments, of course, should be made in the light of comprehensive and dependable information in regard to the supply and demand for the various commodities.

Something may be done also to broaden the market for farm products both at home and abroad. The domestic consumption of fruits and dairy products, for example, has been increased very materially in recent years. Profitable foreign outlets have been found time and again for products which were more or less a drug on the home market. Institutions and organizations which represent the farming industry may profitably direct some of their energies in this direction.

Farm commodity prices that yield farmers reasonable return should not necessarily result in higher costs to the consumer. The farmer does not today receive a large enough proportion of the dollar which the consumer pays for food. There is too great a spread between the farm price and the city retail price.

This is due largely to wasteful methods in handling. The reduction of this spread, however, cannot be sufficient to make the price to the farmer vastly larger. It will not compensate for inefficient methods and poorly adjusted production on land that is worth five times as much per acre as it used to be.

In the long run the consumer as well as the producer will benefit most by a well-balanced and efficient agriculture which supplies an even and dependable flow of the products for which there is an effective demand.

But I wish especially to emphasize efficiency in farming as a means of getting a fair return on the farm business. Farming, of course, is a highly competitive business. Here, as in other lines, the efficient stand to succeed, while the inefficient finally fall by the wayside. The farmer who properly balances his production, produces at least cost products of the highest quality, and uses intelligence in marketing his products, should realize a reasonable profit from his efforts. I look for the inefficient farmer to fail. I believe, furthermore, there is land now in cultivation which should be used for grazing or the growing of forests.

There are many ways in which the farmer can bring greater efficiency

to his business. Many a farmer may increase his yields through better seeds, better rotation and tillage methods; he may reduce his costs by better utilization of his land, labor, and equipment, and may obtain better prices by producing products of the highest quality.

Higher yields per acre resulting often in lower unit costs may come through the use of better adapted seed and better rotation and tillage methods. Kanred wheat, a strain developed by the Kansas Agricultural Experiment Station, gives the average farmer in the region to which it is adapted a yield two to five bushels an acre greater than did the strains of Turkey wheat which he formerly grew. Kanota oats, a strain derived in a similar way, has given even more gratifying results. Other experiment stations have produced strains and varieties equally adapted to their respective localities. The farmers who have increased rather than decreased their corn yields in various parts of the United States have done so by better cropping methods and by using seed which was particularly adapted to their local conditions. The grainsorghums, which have meant so much to farming in the semiarid regions of the United States, have all been developed within the past very few years from straggly, low-yielding plants, native to Southern Africa, into large-headed, succulent forage and grain-producing crops.

Increase in yields through tillage methods has been exceedingly marked in the case of hard red winter wheat, where early and moderately deep plowing sometimes has resulted in yields from three to four times those obtained by less efficient methods. The early plowing may, of course, have added to the cost, but the increase in yield made the actual balance much greater than that obtained by the hit-or-miss farmer. Early plowing, of course, is not feasible for farmers in all parts of the country.

The cost of production often may be reduced by more efficient organization of the farm business. It may be wise for some farmers to take low-yielding lands out of cultivation. Others can no doubt grow crops and livestock in combination that will enable them to utilize better their labor and equipment. Still others can reduce costs by growing on the farm supplies now bought in town.

Profits in farming are affected by the quality of the products produced. For example, wheat that contains 14 per cent of high-quality protein frequently brings a premium of as much as 25 cents over wheat that contains only 11 per cent of protein, so much more desirable is it for milling purposes.

The average farmer grows wheat that tests 11 per cent or thereabouts. There are, however, many farmers in the wheat-growing belt who have seen the advantage of the higher testing product and are profiting by the premiums paid for it. While the protein content of

wheat is influenced by soil and climatic conditions, yet farmers may materially increase the protein in their wheat by means of simple rotation methods which are available to anyone who cares to try them.

Again, to take another field of the farming industry, certain men, alive to their opportunities, have found the production of baby beef of high quality exceedingly profitable. I know of instances in which two-year-old steers brought \$90 a head on the market whereas three-year-old steers from the same region would bring but \$45 a head. Not only is there this vast difference in return, but the cattleman who sells the two-year-old steers is able to obtain profit on his animals just one and a half times as often as the man who markets them as three-year-olds.

The turnover, never as rapid in farming as in most other businesses, is by so much increased. The cattleman obtains these valuable results by breeding the right sort of stock, and by efficient feeding and management.

In the dairy field a similar situation exists, which is of interest not only to the professional dairy farmer but to the general farmer who keeps, as he often should, a comparatively small number of dairy cattle as a means of cash income and as a means of leveling the conditions of agriculture from year to year. The average dairy cow does not yield more than 125 pounds of butterfat a year. Many cows, better selected and better cared for, average more than double this quantity of butterfat—some run three or more times this.

The following table shows graphically the increase in income per cow that comes to the farmer who uses high-producing animals, and gives them good care:

SUMMARY OF PRODUCTION OF COW-TESTING ASSOCIATION COWS
1910 to 1920

Compiled by Dairy Bureau

Number of cows in groups.	Average butterfat production, pounds.	Average price of butterfat per pound.	Average cost of feed.	Average income over cost of feed.
647	109	\$0.44	\$34	\$10
2,305	154	.44	40	26
4,310	202	.44	46	42
4,748	251	.44	52	58
3,385	298	.44	58	74
1,635	347	.44	64	90
652	396	.44	70	106
332	446	.44	76	122
18,014	248	\$0.44	\$52	\$57

It must constantly be kept in mind, moreover, that the demand for quality goods in the field of agricultural products, as well as in every other field, is increasing daily, whereas the demand for poor stuff is steadily growing less. Large, juicy oranges; sweet, rich butter; eggs uniform in size, color and general excellence, all are being increasingly demanded by the present-day market.

Here is an opportunity for the farmer in whatever part of the country, in whatever phase of agriculture he is engaged, to obtain a larger income per acre. The freight rate, which is often a serious matter if products are to be shipped a great distance, is no greater on quality goods which bring a high price and a ready sale than on poor stuff which is a drag on the market at any price.

If the farmer is to take advantage of these opportunities to raise the quantity and quality of his products, it is obvious that he must adopt a definite plan or program. He cannot depend upon chance methods. He must build up for himself a farm program that will stand the test of time and of his local conditions. He must take stock of his business as every business man does at regular intervals and decide what changes must be made in order to insure increased profits not only now but steadily into the future.

Farming must be so adjusted that changes due to economic and other conditions will be gradual rather than sudden. The disastrous effects of suddenness of change in agriculture were illustrated by the perpendicular drop in farm prices, which caught all farmers except those who were most adequately protected by shock absorbers in their farming occupation, and the effects of which are still manifest in many sections.

A balanced agriculture is essential to the solution of the problem that now confronts us. A balanced agriculture will call for further diversification of the farming industry in many regions.

In any sound program of diversification livestock must take an important place. The livestock industry represents an enterprise of our agriculture today vitally essential to the prosperity of the country as a whole.

It is an industry that furnishes an outlet for 80 per cent of all vegetation, tame and wild.

It is an industry that provides a market for the by-products resulting from the manufacture of crops into materials for human consumption and for the industries.

It affords the means of a sound crop rotation.

It provides, in the form of manure, the means of conserving soil fertility.

Livestock can be shipped to market at lower freight cost than crops. The Kansas Board of Agriculture has shown this fact strikingly. It

found that the cost of shipping the feed necessary to produce a thousand-pound steer from Hutchinson, Kan., to Kansas City, Mo., a distance of 235 miles, was \$27.18, whereas the cost of shipping a thousand-pound steer the same distance was \$2.75, or a saving of almost 90 per cent in freight cost.

Further, livestock reduces the hazards of the one-crop system of farming. Also, it enables the farmer to distribute his labor throughout the year. The raising of livestock as an important feature in the farm business has the additional effect of drawing into farming and keeping there men of much more than the average agricultural ability and quality of manhood.

In discussing livestock, dairy cattle must not be neglected. The number of milk cows of two years of age and upward on farms in the United States increased 6 per cent during the year that ended June 30, 1924. In the West North Central states the increase was 8.8 per cent. In this, the wheat-growing section of the country, the turn to dairying shows the degree to which farmers are striving to improve their situation by choosing the more profitable enterprises. The wise farmer sees that dairying means maintenance of soil fertility, a better utilization of his labor and a better market for bulky and waste feeds produced on his farm.

Livestock production of all sorts forms but one of the means which the farmer may profitably employ to obtain a higher return per acre from his land.

I have drawn upon a rather wide range of illustrations to show that there is room for greater efficiency in farming. Some of the methods I have cited are better suited to some regions and farmers than others, and may not, perhaps, apply the country over. When making changes in farming methods, farmers should take into account both natural and economic conditions.

In all of these matters the farmer must act to a large extent as an individual. It is one of the fine things about farming that it is a business in which a man maintains a large measure of independence.

At the same time this places upon the man running the business a much larger responsibility than would otherwise be his. As the United States Department of Agriculture pointed out in a recent statement, alteration in agriculture must necessarily be gradual. There is no board of directors to shift overnight the cropping system and growing animals on 6,000,000 farms.

Improvement in farming, if it is to be permanent, must come in large measure through the individual efforts of sane, thoughtful, progressive farmers. If the individual farmer had not possessed a high degree of native intelligence he could not have come through the many vicissitudes that have beset him as successfully as he has. He

will be best satisfied, his business will be most prosperous, and the interests of the country as a whole will be best served, if he applies principles of sound business management to the solution of his problems.

This does not mean that there is no room for coöperation and no room for legal measures. Coöperation frequently is essential and some legislation may be exceedingly helpful.

First, however, must come the independent farmer, acting upon his own farm according to his own sturdy initiative and in the light of the best information available. — *Country Gentleman*.

Substance and Form. Examination of the foregoing articles shows that substance is the first essential in interpreting agriculture — or indeed any other subject. Knowledge and thought are primary requirements.

Literary form, however, is not to be neglected. By incident, by conversation, by vivid phraseology, by other literary devices, the interest of an interpretative article may be vastly enhanced and its audience correspondingly increased. The interpreter must constantly beware of fatuous propaganda and useless preaching. Much of the best interpretation that has ever been written has appeared in such strictly literary forms as the novel, the poem, and the play. While these are without the scope of this book, it is perhaps pertinent to point out that their employment as vehicles of interpretation of agriculture and rural life is slowly increasing. Literary works of this type should be carefully read by any one who intends to become in any way an interpreter of farming and the farmer.

QUESTIONS

1. What is the general rule as to the expression of opinion in news and feature stories?
2. What types of facts require interpretation?
3. What factors have caused the development of the interpretative article?
4. Why does agriculture need interpretation? By what groups of people is such interpretation needed?
5. Under what circumstances should interpretation be employed?
6. What factors determine the extent of interpretation desirable?
7. What qualifications are necessary for writing interpretative articles?

8. What differences are found in the interpretation of agriculture for farmers and for urban people?
9. What value has historical and other research in the interpretation of agriculture?
10. What qualifications are necessary for laying down broad agricultural policies?
11. What are the values of substance and of form in writing interpretative articles?

ASSIGNMENTS

1. Taking in turn each of the articles printed in this chapter, point out what portions are interpretative.
2. What is the function of the interpretation in each case?
3. In what way did the author presumably obtain the material embodied in his interpretation? Point out any examples of interpretation which you consider either erroneous or unnecessary.
5. Clip three interpretative agricultural articles from farm journals, three from daily newspapers, three from general magazines. Analyze the interpretation in each as to (a) source; (b) soundness; (c) necessity; (d) adaptability to probable readers.
6. Make a list of subjects for agricultural articles on which you possess or can readily obtain sufficient data to interpret the facts to farmers. Indicate in the case of each subject where you expect to get the information that you do not already possess.
7. Prepare an article on one of these subjects. Submit it to two successful farmers and obtain their judgment of it.
8. Make a list of subjects for agricultural articles on which you possess or can readily obtain sufficient data to interpret the facts to city people. Indicate in the case of each subject where you expect to get the data that you do not already possess.
9. Prepare an article on one of these subjects. Submit it to three city residents, of different occupations and viewpoints, and obtain their judgment of it.
10. Make a list of subjects for agricultural articles on which historical or other research will be necessary for adequate interpretation of the facts. Indicate in the case of each subject the probable sources of such material.
11. Perform the necessary research for one of the articles. Write the article.
12. Clip an article which lays down broad agricultural policies. Write down your reaction as to its soundness and adequacy.
13. Read a contemporary novel dealing with rural life. Write an analysis of the novel as an interpretation of the phases of agriculture and rural life with which it deals.

CHAPTER VIII

THE AGRICULTURAL EDITORIAL

PRACTICALLY all agricultural journals publish editorial pages. These pages contain the matured, carefully expressed thought of the editor or editors on subjects of importance or interest to farm readers. Newspapers and general magazines, too, are printing more and more editorials on agricultural topics.

The Editorial Interprets. The essence of the editorial consists in expressed opinion, interpretative comment. The basis is fact. Facts are of widely different sorts, and consequently to be interpreted in widely different ways. Perhaps the facts need merely to be stated, emphasized, brought clearly to the minds of the readers in due relation to other matters. As some one has said, "The world does not need so much to be informed as to be reminded." Perhaps the facts are such that a humorous or otherwise entertaining treatment is all that they deserve. Again, the facts may be used as a basis for argument, to convince — that is, to cause the readers to hold certain opinions — or to persuade — that is, to cause the readers to follow certain courses of action.

Editorials and Their Purposes. Editorials may be grouped as follows, from the standpoint of their purpose:

1. *Instructive, or informative.*
2. *Entertaining.*
 - a. Humorous.
 - b. Entertaining by other means than humor.
3. *Argumentative.*
 - a. Intended to convince, to influence merely the reader's opinion.
 - b. Intended to persuade, to produce action.

Considering editorial writing as a whole, one must conclude that the instructive, or informative, editorial occupies a relatively unimportant place. The newspapers, daily and weekly, fill their editorial pages for the most part with argumentative

editorials and with the increasingly popular "human interest" editorials — editorials designed to entertain the readers.

In the agricultural press, however, the situation differs. The entertaining editorial occupies an insignificant place when compared with the instructive, or informative, editorial. This is due probably to the relative newness of agriculture as a subject for close scientific and commercial study, and the consequent range of topics on which agricultural instruction may effectively be given.

Informative Editorials. The following editorial is of the informative type. It aims to point out to the reader — not for entertainment, for conviction, or for persuasion, but for instruction — the way in which Jews have been stimulated to farm by the Jewish Agricultural and Industrial Aid Society. It may actually do more than merely inform; it may affect the views of readers. This, however, is beside its purpose; its intent is to inform, to instruct, the readers:

STIMULATING A PEOPLE TO FARM

The Jews are not usually thought of as an agricultural people, though any one who recalls their ancient history knows that in olden times animal husbandry was their chief occupation. In the Christian era, it is probable that the laws unjustly excluding them from land ownership have done more than anything else to keep them in commercial rather than agricultural life.

It is interesting to observe that there is a society, the Jewish Agricultural and Industrial Aid Society, organized for the purpose of fostering farming among Jews. Land tenure is open to them as to any other citizen in the United States, as it probably will be soon in all countries, and the society is doing an important work in turning the tide of Jewish immigration into the open country instead of the crowded tenements of the cities.

The society was founded in 1900. Its basic activity is making loans to help in the purchase of farms and other important agricultural purposes. Loans amounting to more than \$2,000,000 have been made to farmers in 35 states. As Gabriel Davidson points out in discussing the society in the *Jewish Farm Almanac*, it is a tribute to the character and stability of the Jewish farmer that the total losses have been less than 3 per cent.

The organization is active in numerous other directions. To it belongs the credit of publishing the oldest agricultural magazine in Yid-

dish. It maintains a bureau of information and advice for farmers and prospective farmers. It runs a farm labor bureau, the purpose of which is to enable the would-be farmer to gain experience before starting out on his own account. In nine years this bureau has found employment for nearly 7,000 persons.

In education the society takes special interest. It offers free scholarships in agricultural college short courses to sons and daughters of Jewish farmers and maintains a loan fund to assist students taking the regular agricultural courses.

The results of the society's work, it is safe to predict, will be found not only in restoring to agricultural life representatives of a people which will add to its scientific and economic sides, but in affording a successful example of coöperation for the general welfare.
—*Kansas Industrialist*.

Another example of the editorial aiming primarily to instruct is this, interpreting an important scientific discovery:

THE ULTRA-VIOLET RAY

Centuries before the birth of Christ men worshiped the sun as the source of life and living. The ancient Greeks and Romans exposed their naked bodies to the sun in the open air to recruit their mental and physical energies. Physicians of those times recommended "sun baths" as a treatment for various diseases. Nearly a hundred years ago Perreira spoke of solar light as a "vivifying and vital stimulus," adding: "In such maladies as scrofula, rickets, and anaemia, free exposure to solar light is sometimes attended by the happiest results."

We have in this last quotation a definite statement as to the value of sunlight as a cure for rickets, which is essentially the failure of an animal to assimilate sufficient lime for its proper needs. It has remained, however, for Professors Hart and Steenbock and their associates at the Wisconsin Agricultural Experiment Station to demonstrate that it is the ultra-violet rays of the sun acting directly on the body of the animal and on the food it eats that is the primary factor in the assimilation of lime. Previous experiments indicated that it was the green growing plant that supplied this vitamin, but it now appears that it was the ultra-violet rays of the sun associated with green growing material that was the real factor.

So does our knowledge increase. Such discoveries as these are of inestimable value not only to the grower of stock but to all people as well. We are gradually and surely getting a better understanding

of the relationship of proper nutrition to health and growth. The breeder of livestock has for some time recognized the necessity of minerals in the feeding of his animals, but too often he has failed to secure the results desired and has been at a loss to explain the varied success and failure. It is now believed that the failures are due to the lack of this vitamin that is imparted by the sun to feed and directly to the animals themselves.

While we have spoken only of sunlight, these violet rays are also produced with electricity by means of the quartz mercury vapor lamp. In both cases, however, common glass filters out the violet rays and renders the sunlight or electric light impotent to accomplish its wizardry. The sunlight must be in the open air or else a special and expensive quartz glass must be used in the windows.

By the use of the ultra-violet rays from the quartz mercury lamp, chickens can be satisfactorily grown in the dark where otherwise they would have developed leg weakness and rickets. Hens have been made to lay by the same means and it now seems possible that the poultryman will be able to grow early chicks successfully and to keep up his winter production of eggs.

Just what may be the final outcome of this new discovery and its practical application is for the future to determine. It does not necessarily mean the installation of quartz mercury lamps in the barn and poultry house. It may be that feeds can be so treated as to supply this vitamin—and it has already been done in an experimental way. Various developments are bound to come; the main thing is that we have a sound and substantial starting point.

Here is demonstrated the value of research and sufficient excuse, if further excuse is needed, for spending money for this purpose. Often the research seems theoretical and of little practical value, but it is only through such painstaking scientific study that final success is achieved.—*Hoard's Dairymen*.

Editorials of this type might have been printed elsewhere than on the editorial page, and would then have been classified as stories, or articles, rather than as editorials. Placing an article on the editorial page gives it special weight as the carefully thought out, definitely announced opinion of the editorial staff of the paper.

The Entertaining Editorial. The entertaining editorial is essentially the product of philosophizing; it is written by and read by the man who sees subjects in their vital relations to the world and world concepts and movements. With the broadening of agricultural knowledge and appreciation, the entertaining edi-

torial on farm life is bound to occupy a more important place; even now it is moving toward that place in agricultural journals and daily and weekly newspapers.

The tendency of the entertaining editorial in the farm paper is less in the direction of humor than of the more serious attitudes of mind, probably because the farmer in the past has been offended by the cartoon and the paragraph written by city folk to ridicule him and his life, and has become somewhat prejudiced against all humor in any way connected with his profession. This prejudice, however, is disappearing. Needless to say, the humorous editorial in the farm journal should never ridicule the farmer or his work.

Humor and Agriculture. That humor may have a genuine appeal when applied to agriculture is shown by the following editorial in an agricultural journal:

THE MELROSE HEN

Everywhere the great feminist movement has its triumphs. Consider the Melrose hen.

In that pleasant suburb of Boston are some stupid revolutionists who planned to banish the useful family hen from their municipality; but the genuine progressives of all parties secured a referendum. It all came to a vote at the last municipal election, and the hen won by the decisive majority of 1,863 to 642. Cut-cut-cut-ca-dacut!

Incidentally this political episode shows in an unexpected way how many city people are interested in agriculture. For besides those 1,863 henmen who voted against the ordinance there are to be counted the 642 gardeners who voted in favor of it.

It should perhaps be explained that hen-keeping is not incompatible with gardening, and that among the henmen of Melrose there are many who are also ardent gardeners. The new poultry culture enables the city or suburban dweller to keep his flock of layers healthy and happy in an inclosure that prevents their becoming a nuisance to his neighbors' gardens or early morning rest.

The hen is the one feminist that universally wins on the referendum. — *Country Gentleman*.

Following is another example of the humorous agricultural editorial, this one taken from a metropolitan daily:

THE COW

The cow is a female quadruped with an alto voice and a countenance in which there is no guile. She collaborates with the pump in the production of a liquid called milk, provides the filler for hash, and at last is skinned by those she has benefited, as mortals commonly are.

The young cow is called a calf, and is used in the manufacture of chicken salad.

The cow's tail is mounted aft and has a universal joint. It is used to disturb marauding flies, and the tassel on the end has unique educational value. Persons who milk cows and come often in contact with the tassel have vocabularies of peculiar and impressive force.

The cow has two stomachs. The one on the ground floor is used as a warehouse and has no other function. When this one is filled, the cow retires to a quiet place where her ill manners will occasion no comment and devotes herself to belching. The raw material thus conveyed for the second time to the interior of her face is pulverized and delivered to the auxiliary stomach, where it is converted into cow.

The cow has no upper plate. All of her teeth are parked in the lower part of her face. This arrangement was perfected by an efficiency expert to keep her from gumming things up. As a result, she bites up and gums down.

The male cow is called a bull and is lassoed along the Colorado, fought south of the Rio Grande, and shot in the vicinity of the Potomac.

A slice of cow is worth 8 cents in the cow, 14 cents in the hands of packers, and \$2.40 in a restaurant that specializes in atmosphere. — Baltimore *Evening Sun*.

Entertaining by Other Means. Much more common is the editorial that aims to entertain by some other means than humor. The writer of such an editorial is, oftener than not, in heart at least, a poet. He sees with the poet's vision. He looks through material things, and interprets them spiritually. Strange indeed it would be if nature did not especially attract him — and upon what does agriculture fundamentally rely but nature?

Two good examples of the editorial that entertains, but not by means of humor, are these:

SEEN IN THE SKY

What healthy-minded boy is there who has not stolen moments from the tasks his father has assigned, to lie on his back and gaze

far up into the blue above him? If he be so fortunate as to know the lore of ancient Greece and Rome, or if he has at tongue's end Shelley's immortal ode to the skylark, how many times, half dozing, has he seen a gleaming white Pegasus skim forth from behind a fleecy cloud? Or, if such fancy be not his, how often has he strained his eye to catch the speck where some soaring bird is lost in the vast void above? In no way can one forget the pettiness of his trials so easily as by the simple expedient of open-country dreams.

The poet has sung the praises of the azure heaven in flowing verse; the painter has vainly attempted to transcribe its wonderful hue. And then astronomer, physicist and meteorologist come with startling realism and tell us that the beautiful hues are not the actualities they seem, but rather minute interceptions of rays of light by particles of floating dust that rise up from the earth. They call attention to the fact that skies are bluest when lack of rain permits the dust cloud's growth, and tell us that the grayish tint which mingles in after a sudden storm, simply proves that our atmosphere is cleaned. The "azure vault" instead of lying miles away is almost within our grasp. The ascending mountain climber finds his blue fast darkening to black, while the view through a tall chimney discloses, even at midday, only twilight with pale yellow stars just glimmering into view.

It is a disappointment to most of us to find that the fabric of our dreams is merely mist. The ruddy vision of future success which each person catches a glimpse of in early life may prove most commonplace when achievement comes. Let the boy have his visions, just the same. They sometimes move mountains. — *Breeder's Gazette*.

ON BURNING LEAVES

The leaves are falling. For days they have been dropping, now silently one by one, now rustling down in hurried companies. Across the open spaces they scurry before the wind. They drift into corners and snuggle into hollows. With a pageant counterpane of red and yellow and orange and brown they cover the garden beds and tuck themselves in about the bushes and the shrubs.

It is time to burn the leaves. If we were provident, like Mother Nature in her prodigality, we should not burn them. We should heap them together to lie, wet by rains and snows and warmed by the sun, till they melted slowly down into a fine humus to feed new leaves, new branches, new blooms. But we lack leisure, we have not the patience. So we burn them.

With slow sweeping strokes we rake them into piles. The iterated swing of the rake, the hissing rustle of the leaves as they roll them-

selves in a gay wave before it and curl into an iridescent foam over its back, are soothing, hypnotic, somniferous. This is such stuff as dreams are made on.

Then the burning. Then the fire. Why do we pretend to have forgotten what the Parsee knows? We are all fire worshippers in the inmost heart of us. With fire we warm us; with fire we cook our food; with fire we drive our engines, turn our wheels of industry, mold intractable materials to our uses; with fire we soothe our nerves, kindle our imaginations, cheer our hearts. Fire worshippers? If we are not, we are false to the chief god of the household hearth.

A spitting-match — alas that we are too sophisticated to strike flint on steel, too civilized to rub wood on wood — is thrust deep into the leafy pile. A moment — it is out. We have smothered it. But no. A thin gray thread steals out and climbs curling and twisting. It thickens, spreads out, broadens. A woolly mass of smoke wells up through the pile and whitens the air above it. A darting tongue of crimson flashes in the cloud, the flame bursts forth, the pile is alight. The rake slackens idle in the hand as we watch the mounting billows, as we breathe in the haunting fragrance. Smoke, wood smoke, leaf smoke, white smoke, is good to look upon. Smoke, vegetation smoke, nature's smoke, pungent smoke, is good to smell. Ruddy with the flame it glows. White in the air it drifts and rolls. Spicy in the nostrils it vivifies and quickens.

There was a poet once who wrote,

“The melancholy days are come, the saddest of the year.”

Melancholy indeed! Saddest forsooth! What manner of poet man was he? Had he never raked leaves and burnt them? Had he never piled an altar to the year that was passing? Never burnt his incense to the new-risen year that was to come? — *Independent*.

The foregoing editorials, it will be observed, make their appeal through the emotions. It is not the subject matter so much as the way in which it is placed before the reader that makes the editorials effective. They do not, perhaps, possess pathos, but they do possess seriousness, the seriousness of the higher emotions.

Appealing to Interest. There is a type of editorial which entertains without trying to be funny and without trying to make a serious emotional appeal. Instead, it tries to appeal to the interest of the reader. It corresponds closely to the human interest feature story. An excellent example is this:

HOGS WOULDN'T EAT CORN

One of the strangest sights at the Kansas City stockyards in recent months was the arrival of six carloads of hogs from northern Louisiana, about 600 in all, that did not know what corn was. Several bushels of corn were thrown into the pens where they were yarded and the hogs cracked a few grains, tried to extract a kernel and gave it up as a bad job.

All the while aristocratic swine from the corn belt in adjoining pens were crackling and eating corn rapidly. Hearing the noise the southern hogs tried to discover the source of their food supply by looking through the cracks in the fence.

Salesmen and yardmen looking over the fence threw grains of corn into the air and let them fall among the hogs. They followed the sound to where the corn fell, but refused to accept it as food. The hogs were of the razorback type, with heads as long as the rest of the body. Some had long tusklike teeth that had been worn into grooves by cracking nuts.

These hogs were shipped from Northern Louisiana to Kansas City. The small amount of fat they carried was gained by eating nuts, roots and leaves or mast. They ranged in weight from 90 to 175 pounds.

The prices bid for them were \$6 to \$6.50. This class of hogs is said to make an excellent kind of lean bacon.—*Kansas City Star*.

The Argumentative Editorial. By far the most common type of editorial, in farm journal and in newspaper, is the argumentative editorial. In the old days of journalism, all editorials were argumentative. The editorial page existed for the exclusive purpose of influencing public opinion. While this no longer holds true, the argumentative editorial still stands in easily the first place.

The Editorial of Pure Conviction. As has been pointed out, there are two classes of argumentative editorials, one aiming simply to convince, the other to persuade. Editorials aiming simply to convince are not common. A subject concerning which a writer wishes to influence merely a reader's opinion, not his action, is necessarily of academic interest. In the field of pure science, of literature, of history, such subjects have a place. A writer might conceivably wish to convince readers that the original seat of agriculture was in the valley of the Ganges, but if he convinced all the readers in the world it would in no respect influence their action on any matter. An editorial on such a

subject would be argumentative, but would be intended merely to convince, not at all to persuade.

Agricultural journals, as a rule, sedulously avoid the editorial intended purely to convince—and wisely, for agriculture offers an abundance of subjects in which persuasion may lead to action resulting in better farm practices, larger profits, and more wholesome rural life. Occasionally a newspaper or magazine publishes an agricultural editorial intended merely to convince. The following is an example:

MEXICO'S MILLION-ACRE FARMS

One of the greatest evils in Mexico for years is traced to the monopoly of the land of that country which is held in the hands of a few, while the many have been landless. It is this system that has produced the peon, and kept him in the bondage of poverty, and it lies at the bottom of the chaotic Mexican conditions which have long prevailed.

A writer in a recent issue of the *World Outlook* gives this interesting glimpse of the Mexican land-owner and his slaves:

"You look across a level plain and you see a magnificent house of stone, cement and great timbers, covering sometimes as much as half an acre. Surrounding it, are other houses, hundreds of them, but all small, constructed of adobe, brush or even of canestalks. You are not looking at a town but at a ranch settlement. In the great house, which costs many times more than all the little houses put together, lives the haciendado and his family; in the little houses live the peons."

In Mexico, the typical farm does not consist of 160 acres, but of a million acres. In the state of Morelos twenty-eight haciendados own all the agricultural land, and the territory of Quintana Roo, double the size of Massachusetts, is owned by eight companies. Owing to the cheapness of peon labor, primitive methods cost less than modern machinery, which delays the introduction of the latter.

It is stated that the million-acre farms lie mostly fallow, and that, despite the richness of the soil, Mexico does not produce enough corn and beans to feed her peon population. Truly may it be said of that unhappy country:

"Ill fares the land to hastening ills a prey,
Where wealth accumulates and men decay."

No wonder the spirit of revolt has taken deep root in Mexico, and that there is prevalent in that region a smoldering discontent which

refuses to be reconciled so long as the rights of the people are so flagrantly disregarded by the lords and masters of the soil. — Scranton (Pennsylvania) *Republican*.

The Persuasive Editorial. Editorials calculated to persuade may be found in every farm paper. Likewise, most agricultural editorials in newspapers are written for the same purpose.

Editorials of persuasion fall into two great classes: Those which propose a new plan, system, or course of action, and endeavor to persuade readers to adopt it; and those which aim to throw such new light on a well-known question as to persuade readers to act in accordance with the writer's advice.

The first of the following editorials, *The Greater School-Teacher*, advocates the merging of the work of the county agricultural agent and that of the county superintendent of schools — a new suggestion. The second urges the upbuilding of the soil — a common subject, but treated from a broader standpoint than is usual:

THE GREATER SCHOOL-TEACHER

The county agricultural agent is making good.

There is a more important lesson than better farming to be learned from the work of the successful county agent.

It is this: That there is a great deal of farm work which cannot be done by the individual farmer on his own farm, but which must be done if at all by some person working for all the farmers of the community. The county agent does this work, where he is successful.

It is profitable work. It makes the farmers money. Take one instance: A county agent introduced the growing of peanuts into a neighborhood to which it was adapted as a forage crop for hogs, and thus started the hog business on a new basis. Every farmer there now sees how he can make more money. Another instance: A county agent went about vaccinating the hogs of the county for hog cholera. Result — more money in the bank to the farmers' credit, and a feeling of safety where there was a sense of danger. These labors of the county agent were actually productive on every farm in the county the owner of which had the gumption to make the additional money.

But the county agent is not a permanent thing. He is in either too big or too small a place. He cannot adequately serve a whole county. He must either rise, in the course of time, to the position of superintendent of such work in the hands of district agents or he must sink to a township or neighborhood agent instead of a county agent.

The work he does is the work of a teacher, and it is work which the schools need. Many county agents are already active in work with the rural schools.

There is a hint in this for the future. When the rural schools become really ruralized the county superintendent of schools will be very largely occupied with exactly the sort of work now done by the county agent.

Why not merge the two jobs? Why not develop a variety of agricultural expert who is a competent rural school superintendent as well as a competent county agricultural agent? Why not let him combine the salaries payable under the Smith-Lever Act with the pay of the county or division superintendent of rural schools?

Then, under him, the rural teachers will be trained for really rural work. Gradually the rural teacher will become the school district's hired man, doing, as the county agent is now doing, work which will make him such a producer of wealth that the people will be able to see the money advantage of paying him such a salary as will attract the strong men and women of the country. The county agent is in many parts of the country receiving from five to fifteen times the average salary of the rural teacher, and from twice to three times the average salary of the county superintendent of schools. He receives it because his work is worth the money; and when the teachers and superintendents take over the same sort of teaching they will receive adequate salaries.

The tendency is to make the rural teacher's job big enough so that the stronger men and women will enter the profession and stay in it. The rural teachers of the future will be married couples living on the school farm, and teaching the young people of the neighborhood by enlisting their powers in the service of the people. The children will receive better educations while doing this practical and pleasant work than they do now while for the most part engaged in fooling away their time preparing for high schools and colleges which they never enter.

These suggestions may seem utopian to many, but those who so regard them need wait only a few years to see them in actual operation. — *Farm and Fireside*.

THE POOR MAN ON POOR SOIL

Happily for the most part the men who have reached intelligent conclusions and begun action based upon them are the farmers whose financial resources and large holdings of land enable them effectively to deal with the expensive problems of soil improvement. A moderately wealthy farmer need not tolerate a poor soil; he can upbuild

it, and eventually obtain a satisfying reimbursement, if he has the patience and the personal ability to pursue a definite course.

The common tragedy in many parts of America is the poor man who is also a poor farmer on poor soil. If society permits the law of the survival of the fittest to operate, the farmer who is thus handicapped is absolutely hopeless. He and his farm are beyond self-redemption. By hard struggling, in which there is neither spirit nor hope, he may wrest a poor living from a spent soil. Families doomed to stunted, cramped living for a few generations on land that has been impoverished and diseased by civilization inevitably undergo physical and moral degeneration.

Wherefore the restoration and maintenance of soil fertility constitute a national social problem, affecting as it does the very life blood of the country. Considered in this light, the matter assumes a new importance to wealthy men who are conscious of the social responsibility which affluence enjoins. The investment of money in soil building is good business and good humanity and patriotism as well.

Human life cannot flower in splendid physiques and sound minds if it be confined to those agricultural slums which poor soils develop.
— *Breeder's Gazette*.

Purpose is Fundamental. It should be evident, from what has been said, that purpose is fundamental in the successful editorial. The writer must know why he is writing the editorial, whether to inform, to entertain, to convince, or to persuade, and he must keep this purpose in mind all the time he is writing. This does not mean that humor or information, for instance, should be rigidly excluded from the argumentative editorial. It does mean that they should not usurp the place of argument. The reader should never be in doubt, when he has read an editorial, as to what the writer was trying to do. If the reader is laughing when he has finished reading an argumentative editorial, or knits his brow in perplexity after perusing an entertaining editorial, the writer did not get his purpose across. And in failing to do so, he failed in the first essential of editorial writing.

It is worth while for the beginner in editorial writing to determine first of all the kind of editorial he is going to write. If he does this even before selecting his subject, it will help him in keeping the straight road to his goal. Moreover, consistent practice in writing one type of editorial at a time will give him a clearer conception than he could otherwise gain of the methods useful in the several types.

Choosing the Subject. After deciding the type of editorial he is to write, the writer will next choose his subject. To the man or woman accustomed to the writing of editorials, this is not a difficult matter, but to the beginner it often presents a perplexing problem. "Where can I find anything to write about?" he asks, hopelessly.

Sources of Agricultural Editorials. The sources of agricultural editorials are many. Probably the most important are the following:

Observation. The man who is experienced in farming should be able to think in an instant of scores of things which all farm folk would like to see discussed or which ought to be discussed whether people want to see them discussed or not. Methods of cultivation, seed, care of livestock, irrigation, country schools, rural churches, plans for community improvement, — on these and many other subjects the man of farm experience has ideas which will readily form the germs of editorials.

He who looks upon country life with anything like the poet's attitude will find in his observation, moreover, ample material for the entertaining editorial.

Reading. To the experienced editorial writer, more subjects are furnished by reading than by any other means. The late Joseph Pulitzer used to say, "The first test of an editorial writer is this: After he's read the morning paper, is he as mad as the devil about something?" The successful editorial writer does a vast amount of reading.

The editorial writer on an agricultural paper naturally reads the agricultural press most carefully. From news and feature material contained in it he gets most of the suggestions which he utilizes for editorials. He may also care to reply to, or comment on, editorials in other farm papers than his own. He should not, however, make the mistake of neglecting the daily press. There is much more to agriculture nowadays than the tillage of the soil and the husbandry of livestock, and many more persons than merely the farmer are interested in agriculture. Many a political and economic problem that deeply concerns agriculture is first treated in the daily press, and the agricultural editorial writer must not fail to present it to his readers with well-considered comment.

The bulletins of agricultural experiment stations, the reports

of agricultural officials, bureaus, boards, and societies; books dealing with various phases of agricultural and rural life; even publicity material from commercial organizations, afford suggestions for editorials.

It is manifestly impossible for the editorial writer to keep watch of every publication that may contain material in his line. In addition to reading carefully such newspapers and farm journals as he may find suggestive, he will follow the *Agricultural Index* and the *Reader's Guide to Periodical Literature*, which will perhaps bring to his attention valuable magazine articles that he might otherwise overlook.

The successful editorial writer gets many suggestions, too, from the correspondence which comes to his office. To too many men correspondence is merely a routine matter to be disposed of as quickly as possible. Letters, however, indicate more clearly than news or feature stories or editorials, what the public is really thinking, and the wise editorial writer will make use of all that they give. The effective employment of a suggestion obtained from a letter is illustrated in the following editorial:

STYLES IN AGRICULTURE

A recent correspondent opened his letter with the query, "What are next year's styles in agriculture?" The import of this question, broached in a humorous vein, is rather weightier than appears on the surface. We find publishers advertising spring, summer, and fall reading, paralleling the fashions in wearing apparel. A review of the moves in agricultural education shows a similar periodic enthusiasm.

Not many years ago all argued the testing of seed corn, then alfalfa had a great wave, followed by sweet clover. Similarly preachments on the wheat fields of the north drew thousands of staid farmers, then the irrigation men held forth and soon after the dry farmer made his appearance. Each move, each change was marked with a rush nearly comparable to the flight to the Alaskan gold fields.

The system of driving a point home in the rush of enthusiasm is doubtless good. The publicity forces the crop rotation or fertilizer under discussion more or less unconsciously into the farm practice of a large number of men. But special pleading carries its own danger. After the first excitement dies away, and after the next fad is fairly launched, the farmer sometimes becomes as much of a backslider as the typical camp meeting convert of the last generation. Emphasis

on one particular point sometimes overbalances the attention that should be paid to others. Testing seed corn where weak seed is feared adds to the yield, but so do proper culture, correct rotations, high producing strains, and perfect seasons. The so-called application of science to our farming in this form is very decidedly unscientific, since it obscures all but one field of knowledge and permits failure by not taking into consideration all factors that admit error. It is this one phase that has made the hard-headed farmer suspicious of so many "uplift" movements; it is the same thing that has made the trained scientist belittle the agricultural worker. As has been so often said, "A little knowledge is a dangerous thing." The horse sense of the farmer and trained activities of the scientist both bring about the proper results in this case.

The pushing of an idea to extremes exclusive of other factors is dangerous. Is there not merit in this sarcastic inquiry, "What are next year's styles in agriculture?" — *Breeder's Gazette*.

Conversation. A bit of conversation often suggests an editorial. The reporter is on the lookout constantly for conversations that will suggest stories; the editorial writer is on the watch quite as keenly for conversations that will suggest editorials. The following editorial was written on the basis of a conversational suggestion:

TELL THEM WHAT THEY MISSED

"Yes, this is the first time I've attended Farmers' Week," said a Jefferson County farmer the other day as he looked over the corn exhibits at the Agricultural Building. "It's great, isn't it?" he continued. "Why, I've learned enough already in just a few minutes here to more than pay for the trip. Too bad that every farmer in the state can't be here."

This seemed to be the general opinion of most of the farmers in Columbia for Farmers' Week. Yes, it is too bad that every farmer in the state wasn't here. The University of Missouri is glad that so many could come and would be glad of the chance to serve more. All it asks of the visitors is to help swell the attendance next year by telling the folks back home what they missed. — *Columbia Missourian*.

Reflection. It is often hard to say whether a suggestion for an editorial comes from observation or reflection, so closely associated are the mental processes. Reflection often furnishes subjects for entertaining editorials of the more serious sort.

Observation, reading, conversation, and reflection will furnish plenty of subjects for editorials. Subjects should be jotted down as they come to one, when one is reading, writing, or thinking back over a conversation.

Fundamental Knowledge Necessary. All subjects, moreover, of which one does not possess a fundamental knowledge should be eliminated. This is particularly important in writing in so specialized a field as agriculture. If one knows nothing about agronomy, one should keep off crop and soil subjects. If one has not studied economics, one should not try to solve complex rural economic problems. It is not to be expected that one will possess the knowledge of an expert on every subject that one treats. In order to write intelligently, however, the writer must have enough knowledge so that a little investigation and reading will enable him to express opinions of some value. It is essential in useful editorial writing to know what one is talking about.

Interest and Importance. A further elimination should be made of all subjects which do not possess, however treated, either interest or importance. Perhaps interest and importance ought to mean the same thing, but to the average person they do not. It is interesting to most persons to be told that a cat mothered a brood of chicks. It is of importance to nobody except possibly the student of mental characteristics of animals. On the other hand, a state agricultural college is of importance to every farmer in the state; but unfortunately there are always those to whom it is apparently of no interest. It would be perfectly proper to write an editorial on the cat that mothered the chickens or on the assistance given by the agricultural college to the average farmer; but one would be on an interesting, the other on an important subject. There are subjects that possess both interest and importance, and there are also subjects that possess neither. The latter are rigorously to be eliminated, for few will read them and none who do will be benefited. The readers of agricultural papers in the United States will realize both the interest and the importance of a discussion of the control of the chinch bug, but for a farm journal to devote its editorial page to plans to increase the quantity of water cress grown in Arabia will accomplish nothing but reduction in the circulation of the paper.

Timeliness. Another necessity in the editorial is that it be

timely. Some subjects are timely at any season — though usually more so at one period than another. One may write about the rural church, the desirability of definite agricultural plans, making the farm attractive to young people, at any time. A much greater number of subjects, however, are timely only at certain seasons — some only once in a lifetime. It is hardly worth while in midwinter to write about the seedbed for winter wheat, nor is it effective to discuss the qualifications of the good country school teacher on the first of November.

Preparing the Editorial. When the purpose has been determined and the subject definitely selected, the composition of the editorial begins. It is not entirely nor first a process of writing. In preparing the ordinary editorial, the right process is this: Think; read; think; write. First one should think out clearly what ideas are already in his mind with reference to the subject, making notes on paper if necessary. Next he should go to reference books or to articles in newspapers, farm journals, or general magazines for such material as he sees he lacks. This material obtained, he should again digest the subject, and get clearly in mind what he intends to say.

The Fundamental Sentence. The first step in actually writing the editorial should be to compose a sentence stating the fundamental thought which the writer wishes to express in the editorial. Suppose he is writing an editorial on the selection of seed corn; his sentence might read, "Every farmer in the state should go into his field within the next two weeks and carefully select ears of corn for seed." Or, if he were to write on pretty school teachers in rural schools, he could probably find no better sentence than this, quoted from Dr. Henry S. Curtis of New York: "Every American boy and girl has an inalienable right to have a good-looking school teacher, and schoolboards should be willing to pay \$15 a month more for comely instructors than for homely ones."

When the fundamental, or topic, sentence has once been selected, the writer should keep it before him as he writes. He may or may not include it in his editorial, but he should have it in mind in connection with every sentence that he writes. Then, when he has written his editorial, he should read it over with the fundamental sentence in mind, and should eliminate everything that is unrelated to that sentence.

The Writing Process. Editorials have no fixed form. There is no standard editorial lead. The writer may start an editorial in any way he pleases, the more attractively the better. There are, however, two usual methods of beginning. One is with the suggestion which led to the writing of the editorial; the other is with the thought which the writer wishes to impress. Suppose a farmer in a semiarid region has written to a farm paper asking whether he should employ the summer-fallow, and if so, why. The editor feels that the matter is of sufficient interest to be discussed in the columns of the paper. He may begin his editorial in some such way as this: "Should I employ a summer-fallow, and if so, why?" inquires an eastern Colorado farmer." Or the editor may decide to open the editorial with a statement of the thought which he desires to impress: "Every farmer in the semiarid portion of Colorado should adopt the practice of summer-fallow in a well-arranged rotation plan. Not only will he find a crop every year more certain by this method, but the total yields for a period of years will be greater." The choice between the two beginnings cannot be settled by rule; the writer's own judgment must determine in every case.

The body of the editorial is to be developed in any manner that seems to the writer logical and effective. The writer of the editorial, as of any other composition, must stop when he is through — when he has delivered his message. He should not, however, fail to end his editorial with a "cracker" — a vigorous sentence, usually short, that will stick in the reader's mind as an epitome of the writer's thought. Some effective editorial "crackers" :

"The creameries have the dairymen of the state on the run."

"The country must get off the farmer's back."

"With landlordism abolished or reduced, the state is safe."

"The future slogan of agriculture is, The Right Man on the Right Farm."

No Fixed Style. There is no fixed style for editorials, any more than there is a fixed form. In fact, originality commands a high premium in this type of writing. People learn to like an editorial page because it is different from every other editorial page. There are, of course, certain characteristics, partly

stylistic, partly ethical, that worthy journalism regularly possesses. Such are truth, accuracy, simplicity, and clearness.

Theme and Style. One of the most important points to consider in editorial matter is to suit the style to the theme. Attempting to be facetious about problems of landlord and tenant, for instance, would be as inappropriate as a joke in a memorial sermon. In trying to entertain his readers, the writer will naturally have selected a subject fit for the purpose. Then he may use as original, even bizarre, style as he thinks his readers will appreciate. One need not hesitate, if one is writing a humorous editorial, to make use of rime or any other device that will make the editorial more amusing; for example, "He's too good to laugh; he's too good for fun; he's too good for anything under the sun." Editorials intended to inform, convince, or persuade tend generally toward a matter-of-fact tone. Humor, especially in the form of satire, is not out of place, but it must be kept subservient to the main purpose. Quoted conversation and other devices may often be used effectively.

Consider the Reader. Consideration must also be given to the reader. The writer must know the type of person who takes his paper, and he must consider both the knowledge of the subject and the reading vocabulary possessed by the subscriber.

The Title. If persons are to read an editorial, it must have an attractive title. Seldom is the title written until after the editorial has been completed. The title of the editorial should suggest the subject matter of the editorial, but should not reveal it. It should be concrete and interesting; it should arouse the reader's curiosity. Brevity is not essential. The editorials in the Hearst newspapers, the most extensively read in the world, almost invariably have long titles.

As Mr. Arthur Brisbane points out, "If you want to write an editorial defending Moses against the attack of Rabbi Hirsch, who denounces some of Moses's teachings, you can put almost any kind of a heading on your editorial.

"If you head it 'Analysis of the Dietetic Teachings of the Ancients,' ninety per cent of those that 'see' the heading won't read.

"You can write the same editorial, head it, 'Be Kind to Poor Moses, He Had No Icebox,' and ninety per cent of those that see will read."

Following are a few examples of editorial titles found in farm journals:

Lettuce Three Cents a Barrel.

A Bent Wire.

They Need No Jobs.

The People's College.

Trailing a New Alfalfa.

Cheating the Garbage Can.

No Failures Need Apply.

Who Will Drive the Tractor Young Cincinnatus Left?

The Editorial Paragraph. A specialized form of editorial is the editorial paragraph. Common in newspapers, it is used by some of the strongest agricultural journals and when well written is highly attractive and exceedingly effective. The editorial paragraph treats a single subject or phase of a subject in one, two, or at the most three sentences. The best editorial paragraphs are usually one sentence long. The editorial paragraph is generally humorous, though with the purpose of impressing a serious thought upon the reader. The wholly serious editorial paragraph, however, is not uncommon.

The writing of the editorial paragraph requires a keen sense of observation, imagination, a sense of humor, and a feeling for the value of words. Most editorial paragraphs make their points by means of pun or satire. Examples follow:

Pun: The farmer is the only man who finds it profitable to run his business into the ground. — The *Country Gentleman*.

Satire: The meanest man in the state is the Spartanburg farmer who sharpened all the stumps on his place so that his hands could not sit down to rest. — The *Greenville (S. C.) News*.

The serious paragraph:

If you find a farm with half-starved fields, poor cattle, and buildings in a rundown condition, you will find, as a rule, that the owner has a half starved mind. — *Hoard's Dairyman*.

The Writer's Responsibility. A discussion of editorial writing can do little more than state the technique of the editorial. The writer must furnish the ability, the knowledge, the stimulation. In dealing with agriculture, he must have a long-time view

of his subject. He must understand its relation to other subjects. Finally, he must see clearly the twofold function of the agricultural writer: To better agriculture and rural life, and to make agricultural and rural problems intelligible to the public as a whole.

QUESTIONS

1. What is an editorial?
2. How may editorials be grouped?
3. How do the daily and the agricultural press differ in respect to the types of editorials most used?
4. Examine each of the editorials quoted in the chapter, and try to express in a sentence the fundamental thought of each.
5. State in order the steps to be taken in writing an editorial.
6. What are the most important sources of suggestions for agricultural editorials?
7. What are the essentials of the successful editorial?
8. What are the two common methods of beginning an editorial?
9. What is the importance of the conclusion of the editorial?
10. What may be said as to editorial style?
11. What are the qualities of a good title for an editorial? When, as a rule, should the title be written?
12. What qualities does the writing of the successful editorial paragraph require?
13. By what means do most editorial paragraphs make their points?

ASSIGNMENTS

1. Clip from agricultural papers an example of each of the following types of editorials: (a) Informative; (b) humorous; (c) entertaining by other means than humor; (d) intended to convince; (e) intended to persuade. Paste these in your notebook, and write under each a sentence expressing its fundamental thought.
2. Perform the same work as in assignment 1, except to select agricultural editorials from newspapers and magazines rather than from agricultural papers.
3. Compare the editorials selected in performing assignment 1 with those selected under assignment 2. What differences do you observe in (a) subject matter; (b) presumption of knowledge on the part of the reader; (c) class of readers to which the writer apparently appeals; (d) style?
4. Select five subjects suitable for informative editorials and five suitable for argumentative editorials from each of the following fields:

Cereal crops, soils, animal breeding, beef cattle, dairy cattle, sheep, horses, swine, poultry, forestry, landscape gardening, pomology, truck gardening, agricultural economics, rural sociology, rural education.

5. Select from your list such subjects as are adapted especially for treatment (a) by a newspaper; (b) by a general farm magazine; (c) by a sectional farm paper; (d) by a paper devoted to a special type of farming; (e) by a breed paper.

6. In each of the groups made in assignment 5, arrange the subjects according to the months in which they would respectively be most timely.

7. With the counsel of your instructor, select an informative subject on which to write. Jot down your own ideas on the subject in your notebook. Do such reading as may be necessary, taking notes upon it. Write a sentence expressing the fundamental thought that you wish to impress upon the reader. Write the editorial.

8. Do the same with an argumentative subject.

9. Do the same with a humorous subject.

10. Do the same with an entertaining but not humorous subject.

11. In addition to the foregoing assignments, obtain suggestions for as many editorials as possible from observation, from reading newspapers, from reading farm journals, from reading agricultural bulletins and reports, from conversation, from reflection.

12. Group these subjects first according to the purpose of the editorial to be based on each, then according to the kind of publication in which the editorial might best appear, and finally according to the time when each editorial might best be published.

13. Select subjects on which you will write, being careful to include themes suitable to informative, argumentative, humorous, and otherwise entertaining editorials. Take up these subjects one at a time. Jot down your own ideas in your notebook. Do the necessary reading and taking of further notes. Write a sentence expressing the fundamental thought that you wish to convey. Write the editorial.

14. Examine the files of agricultural papers in your college library for five years back. Write the subjects—not the titles—of all the editorials, grouping them by months. What subjects, if any, do you find are treated in certain months every year?

15. Write editorials on some of these subjects, treating them in as fresh and novel a way as possible.

16. Write 20 agricultural editorial paragraphs intended to be humorous; 20 intended to be serious.

CHAPTER IX

AGRICULTURAL MISCELLANY

News stories, feature stories, editorials, cannot make up the whole of any daily newspaper, weekly newspaper, or magazine. For one thing—a purely mechanical matter—the pages have to be filled; one cannot leave white space scattered at inartistic intervals through a paper. The space must be filled; hence the term “filler” as applied to short matter which is sent to the composing room to be set up and put into the paper wherever the process of making up requires.

Moreover, the average reader does not care to read exclusively the more formal sorts of writing. His interests are varied, and his attention is hard to hold. Miscellaneous material—some short, some long—is introduced into most newspapers and magazines to attract and hold the reader's interest. At least one daily newspaper, the *Kansas City Star*, and at least one agricultural paper, the *Farm Journal*, have made their reputations largely through miscellany, to which they have given careful thought and attention, while every paper devotes at least some attention to “exchanges” and in many cases employs an exchange editor.

The Sources of Miscellany. Miscellany, whether agricultural or of some other type, may be divided into three general classes according to its source: (1) Material purchased from persons not on the staff of the paper; (2) material clipped from other papers; (3) material written in the office of the paper by members of the staff.

Syndicated Material. Much of the miscellaneous material purchased by newspapers and to a less extent by farm papers comes from syndicates which make a business of supplying special copy of this character. The well-known cartoon series, such as “Bringing Up Father,” “The Days of Real Sport,” and “The Toonerville Trolley that Meets All the Trains,” are syndicated.

So are the rimes of Walt Mason. So also is most of the "uplift" copy, such as that of Dr. Frank Crane. Serial stories already published in book form are often syndicated.

Syndicated material may be purchased simply as copy, which is set up in the establishment of the newspaper or other publication, or matrices may be bought and flat stereotype plates may be made from them. The latter is the almost universal practice in the case of illustrations, and is common in the case of text matter.

Plate Matter. Syndicated material is furnished also by various "plate" corporations, catering to the needs of the smaller newspapers, which print direct from type instead of stereotyping. Plate matter consists of electrotypes or stereotype plates, which may be locked up in the newspaper forms the same as type. A whole page may be made up of plate material, or only one, two, or three columns may be occupied with it. The publisher has a wide variety of material from which to choose, including much agricultural copy. For example, a large plate house in the Middle West prepares regularly an agricultural page, an agricultural feature page, a horticultural page, a poultry page, and others. These are usually illustrated. The price averages about 25 cents a column. A few farm journals use plate matter.

In recent years plate matter has been furnished free to newspapers by a number of organizations which desire to secure attention for subjects in which they are interested. Some of these are worthy; some are not. Always any organization offering to give away material is scrutinized carefully by newspaper publishers. Among the worthy enterprises which have adopted this plan are some of the state colleges of agriculture, particularly in the South. The plate matter has been received gratefully by the publishers, whose facilities are too meager in many cases to set up much foreign copy, and the publicity thus given to modern agricultural practices has been of much benefit to farmers and others.

"Patent Insides." In addition to furnishing matter in plate form, the same corporations furnish, where it is desired, papers already printed on one side with syndicated material. The publisher sets up and prints the rest of the paper in his own office. A considerable saving of money is sometimes effected by the editor by reason of the advantage which the plate firm has in

buying quantities of paper at low cost and by reason of other economies possible in a large establishment. These "patent insides," as they are sometimes called, have the disadvantage of separating entirely the plate matter and the local matter.

Advantages and Disadvantages. The principal advantage of syndicated material, whether the plate matter bought by the country weekly or the elaborate feature copy purchased by the metropolitan daily or farm journal, is its cheapness. A syndicate can sell to each of a group of publications the right to a story or a cartoon for a small fraction of what any one of the publications would have to pay the author or the artist for the exclusive right to his production.

The disadvantage of syndicated material is that it appears in a number of papers at the same time. Syndicates usually, it is true, decline to sell a particular line of copy to more than one publication in a town or city. Very few publications circulate exclusively in their own towns, however, and some persons are certain to see the syndicated feature in more than one publication. This difficulty is intensified in the case of an agricultural journal, particularly if it has a nationwide circulation.

Buying Miscellany. If a publication decides against the use of syndicated material for miscellany, it is likely to purchase from individual writers some miscellaneous material. It may even contract with a writer for a certain amount of copy of this sort after it has found his material satisfactory.

Clipping Copy. Newspapers and other publications have always found it worth while to clip matter from other papers. The publication of material thus clipped gives readers a broader view than they otherwise would have and often bits of interesting information on subjects seldom treated. The subject matter and the style are the determining factors in selecting material for republication.

"The exchanges," says Glenn S. Farley, "furnish a broad field of good newspaper writing, contributed by many gifted men; a literary flower garden where one may wander, and cull the choicest flowers of our language. And the field is almost unlimited; there is something in it for every taste, and one would be captious indeed who failed to find his interest stimulated."

All clipped material should be acknowledged to the publication in which it originally appeared and to the author if his name is

given. It is unethical to credit material merely to "Exchange" or to "Selected," and may, moreover, involve one in a suit for violation of copyright. The credit line usually follows the matter clipped. In prose matter, there is a dash immediately at the end of the quotation, and then comes the credit line; as, John Bailey in *Farm and Fireside*. If verse is quoted, the dash and the credit line are one line below the last line of verse and are carried as far to the right as possible.

The Copyright Problem. Practically all contemporary books, most general magazines, and some newspapers are copyrighted. Legally, this prohibits the reprinting of material that they contain, except by their special permission. Brief quotations, however, when duly credited, are generally regarded by publishers as an advantage, in that they advertise the published book, magazine, or newspaper. Indeed, a number of magazines send advance sheets to newspapers for this very purpose. If, in addition to the general copyright of the publication, any article bears a separate copyright notice, the inference is that there is a special intention to protect this. In such an event, the safe plan is to write to the publisher if one desires to reproduce any part of the article.

Preparing Miscellany. Much of the best miscellany is written in the office of the newspaper or magazine. Some of it consists simply of paragraphs condensed and rewritten from various publications that have passed through the editor's hands. For example, the editor of a Northern agricultural journal sees in a Southern press bulletin a story of several paragraphs on the introduction of agricultural club work as a part of the public school curriculum in Louisiana. He will write a paragraph something like this:

Agricultural clubs will be organized this fall in every public school in Louisiana. Club work has been made a part of the regular course of study.

In many papers a column of humor appears regularly, and is one of the most successful features of the publication.

Interesting and timely miscellany may be dug up and written from the "morgue," or library of the paper.

Rural Copy Needed. Practically every newspaper has some rural circulation, and should therefore publish some miscellany

that will appeal especially to rural readers. One notably successful newspaper regards it as worth while to carry a special department on any subject that will interest one reader out of thirty-five. Care should be taken in the daily newspaper not to use the same type of material that is used in the farm papers which circulate in the region, for all progressive farmers nowadays take farm journals. It should be remembered that many city people are definitely interested in agriculture and that even those who are not may enjoy a good story on truck gardens in their state quite as much as an article on the introduction of toothbrushes among the Zulus.

On the Country Weekly. The editor of the country weekly publishes less miscellany prepared in his own office than does the editor of the city daily. He is likely, however, to use a number of columns of plate material in every number of his paper. Part of this may wisely be agricultural, as the bulk of the circulation of nearly all country weeklies is among farmers and among townspeople vitally interested in farming. Care should be taken that the matter is timely and that it applies to local conditions. Plate companies are not always careful about these matters, and occasionally, for instance, one finds in a paper in the Northwest a story on an agricultural subject which is of importance only to Southern farmers.

Opportunities for Preparing Miscellany. The agricultural miscellany published in the newspapers is selected by the same men that select the other miscellany to be published. There is consequently no opportunity for a man to handle exclusively material of this sort on a newspaper. A knowledge of agricultural problems and of the conditions of rural life will, however, make a man much more valuable in handling general miscellany on a newspaper, particularly a newspaper with a considerable rural circulation.

There is opportunity, on the other hand, for a free-lance writer to submit to newspapers or syndicates agricultural miscellany which will be attractive. Such copy should be brief, non-technical, and concrete in expression, and should possess plenty of human interest.

Miscellany for the Farm Paper. On the agricultural journal the selection of suitable miscellany is an important problem. It may not require all of one editor's time — the size and organiza-

tion of the paper will determine that — but it does require the close, sympathetic attention of a capable man for some time preceding the publication of each issue of the paper. The man who handles this phase of editorial work should have a broad, general knowledge of what has been written on agriculture and rural life. He should have a keen literary sense. He should, above all, know his readers. One cannot make the readers of a paper read what they do not like, any more than one can cram down their throats a breakfast food which they abhor. It is true that a paper can rigidly exclude certain things that it dislikes. It is true also that it can gradually train its readers to like things which they perhaps would have despised at first blush. It must not, however, get out of sight of its readers. If an editor finds himself on the staff of a paper with the tastes of whose readers he is completely out of sympathy, he will do well to seek work on a publication that appeals to a section of the public whose tastes more nearly accord with his.

Selecting Miscellany. In selecting miscellany, the same principles naturally apply whether one is choosing from syndicate copy, is passing upon manuscripts offered exclusively, is clipping matter, or is writing copy himself. He must put himself in the position of the average reader of his paper. The editor of a well-known New York magazine used to spend hours riding on subway and elevated trains, waiting in stations, and loitering about news-stands, to find out what the readers of his paper liked and what they did not like. While putting himself in the position of the reader, the editor must also use his own taste and judgment — but as a supplement, not a substitute.

The tendency of many young agricultural journalists is to think that the farmer and his family are interested only in agriculture and rural life. This is untrue. Farmers are interested in agriculture as their profession, but they do not want to read about it exclusively. The tendency of farmers is not to take so many magazines as do men of the same incomes in cities, and farmers and their families depend more on the agricultural journals for their reading. The miscellany in these papers should therefore contain not only matter dealing with agriculture and rural life, but matter dealing with everything which interests real, living people.

The Cheerful is Preferred. It is to be kept in mind further

that most farm folk, as well as average readers everywhere, prefer the cheerful.

Moreover, the material must not be beyond the comprehension of the reader, either in subject matter or in style. The average man or woman who reads a farm journal is not a high school graduate, nor a person whose tastes are primarily literary.

Another thing that is to be kept in mind is that the farm journal is read by all members of the farm family who are old enough to read. This may suggest a certain degree of caution in dealing with some subjects. The moral sense of the rural family is naturally very conventional, particularly in connection with children.

Fiction. More and more farm journals are publishing fiction. Much of it is in serial form, and most of it, except in papers backed with heavy capital, is purchased from syndicates. Such fiction as the syndicates handle has usually run through several editions in book form, and that market for it has been largely exhausted. This does not greatly affect its value to the farm paper, however, for farmers are not buyers of books of fiction and only an extremely small proportion of readers of the paper will have read the work in book form.

Whether obtained from a syndicate or purchased from the author, a story for a farm paper should possess certain qualities. In the first place, it should have plenty of action. The subtle character story does not appeal to the rural family. Second, it should be pleasant in tone—though not full of the fatuous optimism that permeates a group of modern novels. Third, it should not be a propagandist novel. Fourth, it should not deal with modes of life too unfamiliar to the average reader. A story of middle-class life in Manchester or Bordeaux or Madrid will hardly appeal to a farm audience. As a corollary to this, it may be said that dialect stories are not usually successful. Fifth, the story should be constructed and written in a sufficiently simple way.

The story need not deal with rural life. In most cases it is better that it should not. Farmers are likely to be more interested in fiction that concerns other occupations than their own. Furthermore, they are exceedingly critical of the whole *milieu* of a farm story.

Verse. Somewhat the same principles apply to the selection

of verse for an agricultural paper, and verse is being used more and more extensively in papers of this type, as indeed it is in practically all publications. Verse which is ultra-modern either in thought and emotion or in form is not likely to appeal to the conservative farmer and his conservative family. As in the case of fiction, it is by no means essential that the setting be the country, but when good poetry of country life can be obtained, certainly the agricultural papers should use it. Such a poem as Mr. Vachel Lindsay's *The Proud Farmer*, which appeared originally in *Farm and Fireside*, is an example of poetry of this kind:

THE PROUD FARMER

(IN MEMORY OF E. S. FRAZEE, RUSH COUNTY, INDIANA)

Into the acres of the newborn state
He poured his strength, and plowed his ancient name,
And, when the traders followed him, he stood
Towering above their furtive souls and tame.

That brow without a stain, that fearless eye
Oft left the passing stranger wondering
To find such knighthood in the sprawling land,
To see a democrat well-nigh a king.

He lived with liberal hand, with guests from far,
With talk and joke and fellowship to spare, —
Watching the wide world's life from sun to sun,
Lining his walls with books from everywhere.

He read by night, he built his world by day,
The farm and house of God to him were one.
For forty years he preached and plowed and wrought —
A statesman in the fields, who bent to none.

His plowmen-neighbors were as lords to him.
His was an ironside, democratic pride.
He served a rigid Christ, but served him well —
And, for a lifetime, saved the countryside.

Here lie the dead, who gave the church their best
Under his fiery preaching of the word.
They sleep with him beneath the ragged grass. . . .
The village withers, by his voice unstirred.

And tho' his tribe be scattered to the wind
From the Atlantic to the China sea,
Yet do they think of that bright lamp he burned
Of family worth and proud integrity.

And many a sturdy grandchild hears his name
In reverence spoken, till he feels akin
To all the lion-eyed who built the world —
And lion-dreams begin to burn within.

Editors of agricultural journals say that it is difficult to obtain original poetry suited to their needs, even when good rates of payment are offered. The alternative is not to publish doggerel, which is an insult to the farmer's taste and intelligence, but to select material already published. Much old poetry, on which the copyright long since expired, is well worth reprinting. If the copyright is still in force, the proper thing to do is to obtain from the owners permission to reprint.

Humor. Every agricultural paper should contain some humor. This may be supplied sufficiently in humorous editorials and editorial paragraphs. Many papers publish columns of jokes, occasionally illustrated by single-column cartoons. Others use jokes as fillers. The humor may or may not deal exclusively with farm life; usually variety in this respect is desirable.

Examples of filler humor and of a humorous column:

First City Youngster: "Gee, don't that cow's voice sound loud?"

Second City Youngster: "Your voice would sound loud too if you were yelling through two horns." — *Farm Journal*.

Two youthful engineers who were sent out to adjust a tractor saw a farmer hitch his horses to a land roller and begin to roll a field.

"What's he doing that thing for?" asked one.

"I don't know," was the reply, "but perhaps it's the way he grows rolled oats." — *London Implement and Machinery Review*.

FIRESIDE FLICKERS

Bert Cates was telling about a city "chicken" who fell in love with his hired man and cried when he wouldn't fall in love with her. Bert said it was a wet mash.

In-laws and outlaws have much in common.

"Time to get to work!" shouted the hard-working farmer as he shook the hired man at 3 A.M.

"I don't care so much for myself," grumbled Jonas as he rolled out, "but I would like for my breeches to get a little rest."

Walter Stone, the artist, bought a farm in the Connecticut Berkshires and started the check-up on his boundaries. He ran the level and his neighbor's hired man handled the pole. Walt caught him edging it over—two feet here, three at the next stop, and always into Stone territory.

"Say," he protested, "take that pole over your way once in a while and give me some land for a change!"

"The more land ya hev round these parts the poorer ya be," said the hired man. "I don't like this feller I work fer, and I aim to git even with him."

They're anxious about Slem Dibble. He went to Canada on a bicycle and writes back that he's getting 40 miles to the half-pint.

Here in this elegant crypt reclines
The Master Mind of Electric Signs.
His dreams were ever of madder squirms
And gaudier colors for bigger worms
To cast in the face of heaven. . . . When
He dimmed the stars he was happy then!

Here lies a Farmer. His work is done.
Earth he tilled by the light of the sun;
The peace of the stars was his of nights;
He lived according to his lights.

—*Farm and Fireside.*

Columns of Miscellany. Columns of miscellaneous comment, hardly to be classified as editorial, appear in many agricultural journals. Columns of this character, relating to various branches of agriculture, were potent factors in the building of the *Farm Journal's* circulation. Colloquial language, with occasional quiet humor, such as one farmer might use in talking to another, characterize the columns of miscellany in this paper, of which the following is one:

HORSE TALK

By TIM

Coöperation in raising horses has been proved to be a success.

To be sure that community horse breeding will win out, everybody must pull together. A long pull, a strong pull and a pull all together is what counts.

The neck and shoulders of most horses are all the time changing. The collar that may be all right this year may need considerable readjusting another year.

It is difficult to find a better collar than a good curled hair collar.

The orientals have this saying: "One should be slow to buy a chestnut horse, and still slower to sell one that has proved to be a good one." Apply this to horses of every color and we have one of the safest rules ever thought out.

If you are looking for speed you are most apt to find it in horses of the color we call "bay."

Housecleaning is in order. Have you had your spring stable cleaning? Clean out, scrape out, wash out, sweep out. No animal on the farm is more worthy of a clean stall than a good horse.

Some blacksmiths seem to think they must earn their money paring off the horse's hoof. Result, thousands of poor sore-footed horses.

In other agricultural journals appear such columns as "The Thinkers," in which are given paragraph quotations from prominent men, not necessarily on agricultural subjects, and "Men of the Hour," containing paragraph sketches of interesting men and their work.

The News Review. Many papers print weekly a review of the general news of the previous week, after the manner of the weekly news magazine. This may be purchased from a syndicate or may be written in the office of the publication. The latter practice means usually a more up-to-date summary.

Filler for the Farm Paper. Most agricultural journals do not devote to miscellany the space that is given to it by the papers just discussed. All of them use it, however. The most common use of miscellany in the farm paper is for filler. This may seem unimportant, but it is exceedingly important. The filler is short, and every reader who glances at it grasps its meaning. If it is inapplicable, ill-timed, or otherwise foolish, it may be remembered against the paper longer than an extended, worthless story.

For convenience, filler may be divided into two classes — that which bears a credit line and that which does not. In agricultural journals the latter is more common, particularly in the case of exceedingly brief items. A credit line usually requires two to four words — which seems disproportionate to an item of ten words.

Sources of Filler. The material for this class of filler is obtained from various sources, such as publications of the United States government, of state boards of agriculture, and of colleges and experiment stations; newspapers; other farm journals; magazines; and, most important of all, the editor's own farm experience. In the case of material from a published source, the item must be rewritten if credit is not to be given. As to crediting material even after it is rewritten, the ethical question hinges on whether the material itself is common property or represents a real discovery. For instance, if the government of Cape Colony has made an appropriation for improving the grain sorghums grown there, that is a mere matter of news, requiring intrinsically no credit. Credit may be given, of course, to add the weight of authority to the statement. On the other hand, if an investigator discovers a new material from which print paper may be manufactured, any item concerning the matter should name the discoverer.

Examples of agricultural filler copy without the credit line are these:

For every actress in the United States there are twenty women farmers.

Pumpkins planted in corn furnish a cheap and appetizing feed for cattle and hogs. The seed may be planted late in June. The vines will affect only slightly the stand of corn.

Sweet clover is Montana's most valuable forage and pasture plant.

Poisonous and non-poisonous varieties of mushrooms are about equal in number. Seventy-two are classified as poisonous, eighty-seven as edible.

Fillers which are quoted exactly and so require the credit line are taken generally from other farm journals, from newspapers, and from magazines. Following are a few fillers of this sort:

As a producer the farmer is 50 per cent more efficient than in Civil War times. — A. R. Mann.

Starchy trees like oaks are better conductors of electricity and more often hit by lightning than oily trees like beeches. Height and root spread also have something to do with it. — *Farm and Fireside*.

There is no evidence that the vaccine commonly used for the prevention and treatment of fowl cholera has any value. — J. J. Black in *New Jersey Station Bulletin* 1212.

The farmer who is too suspicious to get together with his neighbors in order to do coöperatively what no one can do alone, is sure to pay dearly for his lack of confidence and his incapacity for team work. — *Weekly Kansas City Star*.

Avoid Statistics. In selecting or preparing filler copy, statistical matter should be seldom used. Much using has worn it out. The reader is no longer interested in how many grasshoppers there are in Liberia or in how many pounds of fish are lost annually because fishermen jerk their poles too soon. Almost any other type of filler is useful, provided it is timely and of interest to the average reader. The more variety there is, the better. The trite in thought or expression should be avoided.

Other Miscellany for Farm Journals. Much miscellany which is not to be classified as filler is published in many agricultural journals. Such material may vary in length from a paragraph even to a page, and may be headed like regular news and feature material. A great deal of it is clipped — and the value of clipped material as a circulation builder is shown by the experience of a great city newspaper which for more than thirty years has followed the practice of using an enormous quantity of copy culled from other publications.

While other farm journals are the obvious place in which to look for material of this kind, interesting agricultural miscellany may often be found in newspapers. The following clipping from the *Toronto Globe* is an example:

The United Farmers of Ontario, the farmers' parliament of the province, assembled in Toronto recently. It was the largest convention in the history of the association, about five hundred delegates being in attendance.

The attendance was but one evidence of the strength already attained by this organization, which is as yet only in its third year. Another evidence was furnished by the statement of an officer that there are two hundred local organizations, with an enrollment of some eight thousand members, affiliated with the central body.

The United Farmers of Ontario do not deal with business matters; they discuss public questions in which farmers as a class are especially interested, but there is closely connected with this body the United Farmers' Coöperative Company, an organization through which those associated therewith buy and sell coöperatively.

Not Agriculture Alone. It is not necessary or desirable that all the miscellany clipped be agricultural. The *Weekly Kansas City Star*, definitely an agricultural paper, publishes the following interesting feature story clipped from the *Pittsburgh Gazette-Times*:

The largest flag in the world, a Star Spangled Banner, is owned by the Daughters of Betsy Ross, in trust for the city of Pittsburgh.

The flag is 80 by 160 feet in size, made of woolen bunting. Four hundred women worked in old City Hall several weeks on the sewing and public subscriptions financed the cost of the material. Then the women who made the flag organized the Daughters of Betsy Ross. The flag was first suspended from a wire cable between the courthouse tower and the Frick Building. It remained there a couple of days and after it had torn some tiles from the roof of the courthouse and a 75-pound stone coping from the tower, it was taken down at the urgent demand of the county commissioners and of the superintendent of the Frick Building. Vibrations caused by the flapping of the huge emblem shook the tower and alarmed the tenants of the room in the Frick Building in which the big timbers to which the cable was attached were wedged. On one occasion the flag was used to drape the front and side of the Labor Temple in Washington Street, and once at a patriotic celebration it was laid on the hillside in Schenley Park, in front of the Carnegie Institute of Technology, covering more than one-third of an acre of ground.

If the bunting of which the emblem is made were bought today it would cost about \$2,000 at retail. In sewing the stripes together and attaching the stars several hundred seamstresses would earn a couple of weeks' wages each. The flag, the ropes, and rigging weigh three thousand pounds.

The great flag, folded in as small a compass as possible, now lies on the floor of the Schenley Park Conservatory, surrounded by mouse traps kept constantly baited.

Magazines and Books as Sources. General magazines and books often yield interesting miscellany for the agricultural paper. There are few non-technical books, in fact, that do not contain something to interest the average reader, whether a

country or a city dweller. Many magazines will enter the office of the paper in exchange, and many books are received for review. The miscellany editor who is interested in his job will examine these for possible reprint, but he will not confine his reading to them. He will read widely, and be always on the alert for what will interest his readers. If matter quoted is from a copyrighted work, the name of the work as well as the author should invariably be given. In the case of older publications, the editor should use his judgment as to giving the title of the book. In every case, of course, he must give the name of the author of the quoted matter.

Following are examples of matter quoted from magazines and books; the selections, it will be observed, are of various types, but all appropriate for publication in a farm journal:

THE GLORY OF THE FARMER

The glory of the farmer is that in the division of labor, it is his part to create. All trade rests at last upon his primitive activity. He stands close to nature; he obtains from the earth the bread and the meat. The food which was not, he causes to be. The first farmer was the first man, and all his historic nobility rests on possession and use of land. — Ralph Waldo Emerson.

NESTS OF THOUGHTS

Make yourself nests of pleasant thoughts! None of us yet know, for none of us have been taught in early youth, what fairy palaces we may build of beautiful thoughts, proof against all adversity; bright fancies, satisfied memories, noble histories, faithful sayings, treasure-houses of precious and restful thoughts, which care cannot disturb, nor pain make gloomy, nor poverty take away from us; houses built without hands, for our souls to live in. — John Ruskin.

NATIONAL STRENGTH

Let us never forget that the cultivation of the earth is the most important labor of man. Unstable is the future of a country which has lost its taste for agriculture. If there is one lesson of history that is unmistakable, it is that national strength lies very near the soil. — Daniel Webster.

IMPROVING THE COUNTRY

The country needs to be improved. Some of us who live in the country and love it hate to admit this. But the steady stream of young folks—and some older ones—moving toward the city shows that most people still find the city more attractive than the country. Look what has been done for the city? Fine schools, theaters, picture shows, playgrounds, parks, music, boulevards—play, beauty and entertainment. The simple fact is that the country must do something to offset these attractions or the exodus of live young men and women will go on forever.

Better farming—bigger crops and better prices—will do something. Better houses and household equipment will do more. Better neighborhood equipment for recreation and wholesome social intercourse will do still more. There must be improvement all along the line.—Frank A. Waugh in *Rural Improvement*.

THE GOOD FARMER'S CREED

I believe in a permanent agriculture; a soil that will grow richer rather than poorer from year to year.

I believe in 100-bushel corn and in 50-bushel wheat, and I shall not be satisfied with anything less.

I believe that the only good weed is a dead weed, and that a clean farm is as important as a clean conscience.

I believe in the farm boy and in the farm girl, the farmer's best crops, the future's best hope.

I believe in the farm woman, and will do all in my power to make her life easier and happier.

I believe in a country school that prepares for country life, and a country church that teaches its people to love deeply and live honorably.

I believe in community spirit, a pride in home and neighbors, and I will do my part to make my community the best in the state.

I believe in the farmer, I believe in farm life, I believe in the inspiration of the open country.

I am proud to be a farmer, and I will try earnestly to be worthy of the name.—Frank I. Mann.

Exclusive Copy. Some material differing not greatly from much of what has just been quoted—intended to stimulate thought and emotion—is written in the offices of farm papers or is purchased from contributors. Such material differs little

from editorial copy, except that it is not printed in the editorial column. It should be kindly and suggestive, rather than censorious and "preachy." The following is an example of this type of material:

THE CHRISTMAS OF THE HUSBANDMAN

Christmas belongs to all the world. No single class or group alone can claim its happiness or its eternal symbolism. Yet there are reasons why to the country dweller Christmas should possess a significance that no perfectly sung carols in the city streets, no shining Christmas tree in Madison Square or on the Chicago lake front, none of the appealing ceremonies possible to the metropolis, can quite portray.

The thoughtful country dweller sees in Christmas a recurring prophecy of the ideals of peace and democracy to which the husbandman has ever looked forward. It was no mere accident in the divine plan that the Prince of Peace was born in a nation of husbandmen, of little flocks and vineyards and olive yards and homes, or that the glory of his coming was manifested first to the shepherds on the Judean hills. And the first Christmas tree, the old-time legend tells us, was set up not in the warmth and light of the city, but in the bleak winter forest of northern Gaul.

Since those far-away times, the husbandman's ideals of peaceful democracy have become the ideals of the thoughtful and the truth-loving wherever men have seen and interpreted the symbolism of Christmas. The ideals are not yet fully realized; for the golden age is not yet.

Their fulfillment will mean a Christmas perpetual. — *Kansas Industrialist*.

The Placing of Miscellany. In most agricultural journals there is no specific place for miscellany. As has been stated, certain papers publish columns of miscellany under fixed headings. Filler is ordinarily placed wherever it is found to be needed when the paper is made up. Sometimes a differentiation is made between filler to be used on the editorial page and that which may be used on the other pages. Still further differentiations are occasionally made, especially by papers which are strongly departmentalized. Longer miscellany is frequently handled in the same way. Some of the best miscellany is often published in single-column boxes, being sometimes set, furthermore, in italics or boldface. Italics are generally preferable. Many

papers place two-column boxes of miscellany on certain pages also. The use of the boxes give variety to the appearance of the paper, as well as emphasizes the material.

The Field for Preparing Miscellany. The preparation of general miscellany for agricultural journals does not offer a profitable field to the free-lance writer, unless he is in the business of supplying miscellany to many publications and can handle the agricultural miscellany along with the rest. Even then he will usually find dealing with syndicates more profitable. For filler, unless highly humorous or witty, there is no sale.

To the young man on the staff of the agricultural journal, however, the selection and preparation of miscellany form an inviting task. With both an agricultural and a literary appreciation, with a knowledge of his readers, and with willingness to work hard without big apparent results, he can give the paper a distinctive tone which will gain readers and hold them.

QUESTIONS

1. What are two reasons for the use of miscellany?
2. How may miscellany be classified in accordance with its source?
3. What is syndicated material?
4. In what two forms may syndicated material be purchased?
5. What is plate matter?
6. What are "patent insides"?
7. What are the advantages of syndicated material? the disadvantages?
8. What is the value of clipping copy from other papers?
9. What is the practice with reference to clipping copyrighted matter?
10. Why is agricultural miscellany valuable to all newspapers?
11. In what respect should care be exercised by the country editor in selecting agricultural plate matter?
12. What opportunities exist for preparing agricultural miscellany useful to newspapers?
13. What are the qualifications for successfully selecting and preparing miscellany for the farm journal?
14. Why should not all miscellany in the farm journal be agricultural?
15. What qualities should be sought in fiction for the farm journal?
16. What qualities should be sought in poetry for the farm journal?
17. Why should the farm paper contain humor?

18. What is the value of columns of miscellany in the farm journal?
19. Where may filler be obtained for the farm paper? Why should care be exercised in selecting and preparing it?
20. Where may longer miscellany be obtained? Should it all be agricultural? Why?
21. Where may miscellany be effectively placed in the farm journal?
22. What opportunities exist for preparing miscellany for farm journals?

ASSIGNMENTS

1. Clip and paste in your notebook an example of each of the following classes of syndicated material: Cartoons; verse; fiction; humor. Write under each a paragraph explaining why it would or would not be acceptable to rural readers.
2. Examine five weekly newspapers of your state. What is the average amount of plate matter in each? What proportion of this is agricultural? Is the agricultural material timely and appropriate? Explain why.
3. If possible, secure from the plate firm operating in your region a copy of its specimen book. If you were running a country weekly, which of the agricultural pages would you use?
4. Clip 10 agricultural stories suitable for reprinting in a city daily in your state. Attach the credit line to each.
5. Clip 20 bits of filler copy suitable for a farm journal, attaching the credit line to each.
6. Write 20 bits of filler copy suitable for a farm journal.
7. What novel that you have read do you regard as suitable for reprinting in serial form in a farm journal? Write a letter, to be addressed to the editor of a farm journal, explaining the desirability of the story for his purposes.
8. Select 10 poems that you regard as suitable for use in a farm journal.
9. Select and copy from books and magazines ten passages which you regard as worth reprinting in a farm journal.
10. Write a piece of miscellany of some length, suitable for a farm journal.
11. In each instance, submit the material you collect or write to three or more successful farmers to determine its value from the standpoint of "the man who is there."

CHAPTER X

AGRICULTURAL ILLUSTRATIONS

ILLUSTRATIONS have come into such general use in agricultural publications of every kind — except a few purely scientific periodicals — that every editor and writer of agricultural copy should understand their uses and how they are produced. A glance through current numbers of typical agricultural publications reveals the extent of illustrations in news, features, fiction, miscellany, and departments. Halftone engravings from photographs and from wash drawings, and zinc etchings from line drawings, are extensively employed.

Extensive Use of Illustrations. A recent number of a general agricultural magazine of nationwide circulation contained 34 separate units of composition — news, features, fiction, and miscellany — and 39 illustrations. The reading occupied 740 column inches, the illustrations 313 column inches. Eight of the illustrations were halftones from wash drawings, 18 were halftones from photographs, and 13 were zinc etchings from line drawings. In addition to these was the cover page, a three-color process engraving from a wash drawing.

A general farm magazine of statewide circulation contained 21 halftones and zinc etchings, 29 long and short feature articles, news notes, and miscellany, and one short-story. The halftones in this case included one, made from a photograph, which was used as a cover page. The reading matter totalled 752 inches, the illustrations 134 inches.

A third publication examined, a current number of a technical farm publication of nationwide circulation, printed 14 halftone engravings made from photographs and 34 separate pieces of reading matter. The reading matter occupied 455 column inches, the illustrations, including a group of photographs used as a cover page, 65½ column inches.

It is evident that illustrations form an important part of the contents of all kinds of farm papers. Their use goes back a

century into the history of the agricultural press. The *American Farmer*, Baltimore, was using woodcuts as early as 1820. Illustrations were commonly employed by farm journals of that period to drive home lessons of correct agricultural practices, to emphasize homilies on thrift, and to convey somewhat exaggerated impressions of fine livestock of the day.

Three General Purposes. In contemporary agricultural publications illustrations have three general purposes: (1) To attract attention to news and feature articles; (2) to aid in telling a story; and (3) to visualize for the reader the process of making or operating mechanical devices.

The average reader thumbs through the pages of a magazine glancing at titles, authors, and pictures. If his attention is not arrested by diverting titles or illustrations or by the names of writers, he will, as likely as not, go through the entire publication without discovering anything which he deems worthy of the expenditure of effort necessary to read it.

Although the illustration may "ballyhoo" its offering rather blatantly, it also serves a more genteel purpose. After the illustration has got the patron inside the showplace, it may follow him through the show. The show may have to do with the experiences of the farmer, the account of which may not entirely convince the patron. But a picture of the farmer who had the experience is quite material evidence and may save the act.

Certain farm practices defy description. The right photograph frequently will clear up a problem and save an endless amount of writing. A simple pen-and-ink sketch accompanying a description of a mechanical device and its operation is almost indispensable to a clear understanding of it by the average reader.

Three Kinds of Copy. The agricultural editor or writer concerns himself primarily with three kinds of copy for illustrations—photographs, wash drawings, and pen-and-ink sketches. Photographs and wash drawings are invariably reproduced as halftone engravings. Pen-and-ink sketches are reproduced as zinc etchings. By far the most important kind of copy is the photograph.

Need for the Camera. A camera has become almost as much a necessary part of an agricultural writer's equipment as a typewriter. Whether he be reporter on an agricultural newspaper, a special writer, or a free-lance writer, he must submit photographs



This picture answers the requirements for human interest and natural surroundings, costume, and action.

(Courtesy United States Department of Agriculture)



This picture shows a step in inoculating soybean seed. Note that there is nothing in the picture save what is needed to tell the story of this single, simple step.

(Courtesy United States Department of Agriculture)

with a large proportion of his news stories and feature articles if he is to be successful in securing their acceptance by editors. He cannot depend for pictures upon those who furnish material for his stories and articles. Often his best material comes from farmers who never have thought of themselves or their property as newspaper or magazine "copy," and therefore, quite naturally, have never gone to the trouble to have the right kind of photographs taken. If a farmer happens to have a recent photograph of himself it probably, because of its "staginess," will not be adapted to newspaper or magazine use. The farmer may promise to have pictures taken and carry out his promise as faithfully as he knows how. But here again the agricultural writer gambles on the probable success of the pictures because newspaper photography is a specialized kind. Only the writer himself knows exactly what kind of picture he wants. If he does not take it with his own camera he should be present to direct the photographer who does take it.

Obviously it is impossible for an agricultural writer to carry a special photographer with him about the country. He may take one with him on occasions when the importance of the story or the complexity of the photographic problem warrants the expenditure necessary to securing the services of a professional photographer. But ordinarily, in contrast with his colleague, the reporter on the metropolitan newspaper, he must go it alone. More often than not there is no staff photographer to be had for an agricultural story which calls for illustrations. In most cases the writer himself is staff photographer as well as reporter.

An alert writer who will give the subject careful attention and secure adequate equipment can teach himself to become more expert at taking suitable photographs for newspaper and magazine illustration than the average commercial photographer. The commercial photographer who has not studied the needs of newspapers and magazines is often inadequately equipped for taking pictures in the field. However much he may wish to get the kind of picture he thinks the writer wants, he is likely to fail simply because he cannot appreciate the point of view of the writer.

There are other objections to the commercial photographer's work. Often his results are too slow in fruition. The agricultural writer cannot wait until day after tomorrow to see how the pictures came out. Yet the commercial photographer in a small

place develops his negatives tomorrow and prints from them the day after that — as a special favor, — though he much prefers to accumulate his exposed plates or films until he has a considerable number on hand. It is not much less of a task to develop half a dozen negatives than it is to develop two dozen. In the meantime the agricultural writer is off on another story. If the pictures, which are mailed to him, have turned out satisfactorily, he is agreeably surprised. If they are not what he wanted, he must compromise or do the whole thing over again. When his own efforts have turned out badly he has, at any rate, nobody but himself to blame.

Photographic Equipment. The agricultural writer's equipment for taking photographs will depend to some extent upon his specialty.¹ If he specializes exclusively in agricultural news, he may prefer a reflecting camera (a graflex, to use a trade name which has come into general usage) although this type of camera is somewhat more bulky than the compact folding hand camera. The reflecting camera is well adapted to taking strictly news pictures. Expertness in its manipulation, however, is attained with difficulty.

The reflecting camera is designed especially for securing photographs of moving objects under various light conditions. With it the operator may take photographs from almost any position and with very brief exposures, as brief, indeed, as $1/1,500$ th of a second. The object appears on the ground glass screen exactly as it will be reproduced in the finished photograph and the operator may fix his attention upon the object by keeping his eyes in the focusing hood up to the moment of exposure.

Until recently news photographers generally used the reflecting camera. It has, however, a serious limitation in its short focal length, which may produce serious distortion in the photograph. A folding eye-level camera, now much employed by news photographers, is supplied with equipment for general-purpose photography.

For Livestock Photography. The agricultural writer who is interested primarily in the livestock industry is concerned at all times with getting photographs of animals the merits of which are

¹ For more detailed information *Commercial Engraving and Printing*, by Charles W. Hackleman (Commercial Engraving Publishing Company, Indianapolis, Ind.) may wisely be consulted.



The upper picture illustrates distortion produced by the use of a short focus lens. The purebred cow is made to appear almost as much like a kangaroo as a Holstein.

The lower picture, taken with the same camera from the same angle, but with a long focus lens, represents the same animal. The photograph is free from distortion, presenting to the eye a true likeness of the animal.

(Photos by F. E. Colburn)

determined by judges who are expert at seeing the fine points as well as the bad points. Distorted photographs of such animals spell disaster to the photographer.

Animal photography entails the use of a camera having a great focal length. A camera of this sort is even more bulky than the reflecting type. A tripod is necessary for its manipulation, and on account of the camera's weight, a firm, rather bulky tripod goes with the outfit. The camera has a ground glass back, and a focusing cloth and cut film or plate holders are necessary parts of the equipment.

Photographing Animals. Staging a picture of a prize-winning animal for a photograph with this type of camera is almost as much of a chore as fitting the animal for the show ring. First the camera is set up at the point from which the operator wishes to take the animal. An assistant stands at the point where the animal is to be led when the exposure is made. The camera is then focused upon the assistant. The place where he stands is plainly marked with lines drawn upon the ground or with small objects, such as stones or sticks, placed upon the ground.

The operator then places a film or plate holder in the camera, adjusts his shutter and stops, pulls the slide, and waits. The animal now appears upon the scene. If the animal is gentle the rest of the act goes off without much excitement. It is led to the point upon which the operator has focussed. It is made to stand so as to bring out its best points. It must stand still until the photographer is satisfied that it appears at its best. The exposure is then made.

But the photographing of a frisky animal may take the rest of the morning, and to describe the process would require the rest of this chapter. If the photographer knows his business he will wait until the animal has settled in the right spot and looks its best before the exposure is made.

As might be inferred, few agricultural writers are expert animal photographers, as few are expert news photographers. But the agricultural writer does not need to be expert in either field in order to take suitable pictures for illustrating the general run of copy. While he cannot avoid taking pictures of animals, hardly ever is it necessary for him to aspire to the perfection of the specialist in animal photography. When an animal photographer is required he is ordinarily at hand, for the occasion for such

services usually arises in connection with livestock expositions which are frequented by both agricultural writers and animal photographers.

A Camera for General Purposes. For general purposes the compact folding camera is satisfactory. Its value is greatly enhanced if a tripod and a portrait attachment are carried for use in special cases. The beginner is cautioned, however, against starting with expensive equipment. He may turn out to be incompetent in managing his costly layout, and his money be wasted.

The camera should take pictures 5 by 7 inches, or larger. A photograph loses much detail in the course of reproduction if the engraving is larger than the original. Reduction is desirable if possible. Photographs 5 by 7, $6\frac{1}{2}$ by $8\frac{1}{2}$, or 8 by 10 inches in size therefore make better reproductions than do those of lesser dimensions.

The press photographer is very soon graduated from the kindergarten class where cameras are used only in bright sunlight, for he finds himself on a cloudy day eager for a picture and unable to take it without the aid of some device to hold the camera steady while a time exposure is being made. So he investigates the mysteries of a tripod. His satisfaction with his new discovery, priced at a few dollars, surpasses that which he will experience when he adds, much later, an anastigmatic lens (price \$45) to his outfit. With a tripod he can take pictures on cloudy days, in the shade, and inside houses.

Portrait Attachments. But he finds a little later that his pictures of persons lack character. Studying his pictures carefully, he sees that this is due to his inability to take "closeups." He buys a portrait attachment. He has now acquired enough equipment for all ordinary purposes and he understands fairly well the rudiments of his art.

Telling a Story. He has learned by now that a press photograph should (1) tell clearly a definite story, (2) tell only one thing, and (3) suggest action. A picture of a club boy holding a silver loving cup tells a single, definite story. But just standing and holding a loving cup fails to suggest action. It is much better to have the boy stand in the feedlot with the cow which won him the honor, provided he stands in such a way as to suggest that he has a special interest in the cow.



A human interest animal photograph suitable for a cover picture.
(Photo by F. E. Colburn)

Photograph the Significant. In deciding what object or objects are to be included in a picture the operator should keep in mind four points: (1) To emphasize what is significant; (2) to keep foreground and background clear of diverting and unsightly objects; (3) to see that persons appear interesting and not posed and that their relationships to objects are not artificial, and (4) to get all that is wanted into the picture.

Rudimentary as these directions seem, every one of them is commonly overlooked by amateurs. Violation of the first, emphasizing the wrong thing, is a common fault. A team of horses may occupy the place of prominence when emphasis on the man plowing was sought. Another time an ugly stove instead of the woman at the stove takes up most of the space.

If the photographer is deliberate in staging his picture he will avoid the other mistakes. A wheelbarrow in the foreground or an unsightly gate in the background has ruined many a picture which in all other respects was properly staged. The worst but not by any means the least common fault, however, is that of leaving out important members of groups, or parts of a person's anatomy, or important portions of objects.

Human Interest. Human interest is a most desirable quality in a newspaper photograph. Even the old-fashioned portrait photographer who always said, "Look natural," just before he made the exposure, knew what human interest meant. If the persons are doing in the picture the thing which the writer in his story describes them as doing, and if they wear the clothing that they naturally would wear under such circumstances, the picture will possess human interest. If they are posed and therefore have a stilted appearance, there will be no human interest in the photograph. The surroundings, the costumes of the individuals, and their action must be natural.

The maximum of human interest, possibly, can be secured in a "closeup." Here it is possible to see every detail of the person's face, every detail of his action. Bringing the person close to the reader increases interest in these details.

Sharpness of Line. Sharpness of line in the negative is essential for photographs which are to be reproduced as halftone engravings. The newspaper photographer, therefore, must be sure of his focus, must study his lighting effects, and must learn to "stop down" and time his exposures accurately. A sure way to

ruin a negative is to take a subject half in the shade, half in the sun. The photographer must learn how to avoid "sun grins," and how to make allowance for different gradations of light. He will learn from experience with his own camera, and in no other way. In general, he will find it expedient to open wide the diaphragm of the shutter for "closeups," and to "stop down" for distant views.

Prints. Prints should be black (not grey) and white and on glossy paper. This highly glossed surface may be given to a print by drying it on a ferrotype plate. The ferrotype plate is a thin, highly polished sheet of metal. The wet print is placed face down upon its surface and brought in close contact by use of a squeegee roller. This process increases sharpness of detail.

Small negatives — smaller than 5 by 7 inches — which are sharp in detail sometimes afford satisfactory prints for newspaper illustration, especially if the prints are enlarged. Pictures should never be mounted for the engraver. Oval or other shapes should be avoided. It is no trouble at all to make oval engravings from square or rectangular prints, but it may be an involved task to make square or rectangular engravings from oval prints.

Captions. Somebody must write a caption for each illustration which is to appear in print. Usually the editor either writes it or rewrites it, because it seldom comes to his desk in usable form. The photographer, however, is responsible for the data which are to go into the caption whether he writes the caption or merely suggests its contents. These data may be written upon the back of the photograph or, preferably, typed upon a sheet of paper which is attached to the back of the photograph by means of a bit of paste near the top or side of the sheet. If the caption is something more than a mere label, suggests action, and definitely connects the picture with the story, so much the better. Examples of effective captions follow:

The side of a high hill is being eaten away to provide materials to keep Missouri out of the mud.

Some of the library's patrons anxiously awaiting the arrival of the bookmobile.

The country church misses the support and influence of retired farmers.

Here is Albrecht giving a flock of his geese their daily ration.

Thorough spraying brought best yield.



Photograph of a farm scene which was taken to illustrate a field of a high-yielding variety of wheat but which might have been used solely for its decorative value.

Such frost-resistant flowers as these turn October and November, even December, into a season of beauty. *

Mailing Photographs. If the photograph is 8 by 10 inches or smaller it should be mailed flat with the manuscript of the accompanying story. It must be protected by cardboard packing, on both sides if larger than 5 by 7 inches, to insure its arriving at its destination unbroken. Prints larger than 8 by 10 inches are rolled for mailing.

Wash Drawings. In making a wash drawing the artist applies color as a wash to a drawing, producing a photographic effect. In applying the color, the artist usually employs a sable brush, although he may use in addition the air brush, pen and ink, crayon, and spatter work. In agricultural publications wash drawings are used principally for illustrating fiction and for cover pages.

Line Drawings. Line drawings are made with pen and waterproof black ink or in line or stipple with pencil, crayon, or brush. They must be in lines or dots strong enough to be suitable for reproduction by the line etching process. "Line copy" includes also products of the shading machine, rossboard, coarse spatter work, proof of type matter, typewritten work, and longhand. Agricultural publications use line drawings principally for illustrating mechanical devices, but to some extent also for illustrating features and humorous pages. Cartoons are usually line drawings.

The Halftone Process. Photographs and wash drawings appear in print as halftone engravings. The halftone process reproduces not only the blacks and whites, but also the intermediate greys or halftones. The plate is produced by photographing the copy through a cross-lined screen. Upon the sensitized surface of the copper plate after it is developed, the high lights appear as minute points, the middle tones as larger points, and the darker ones as still larger points, all blending gradually from light to dark as in the copy. The result, as it appears upon the printed page, is similar to the original, especially if the screen be fine and the paper upon which it is printed of a superior grade. Low grade newsprint is not a satisfactory medium for the reproduction of halftone engravings. Halftones used on such paper are invariably of low screen.

Line Etchings. Line drawings appear in print as line etchings, called "zinc etchings" because they are usually made on zinc. The copy is photographed upon an ordinary photographic plate. A print is then made from the negative upon a sheet of metal coated with a sensitized solution. In the developing process which follows, the highlights are etched away by an acid, and only lines, duplicating those which appeared in the original copy, remain.

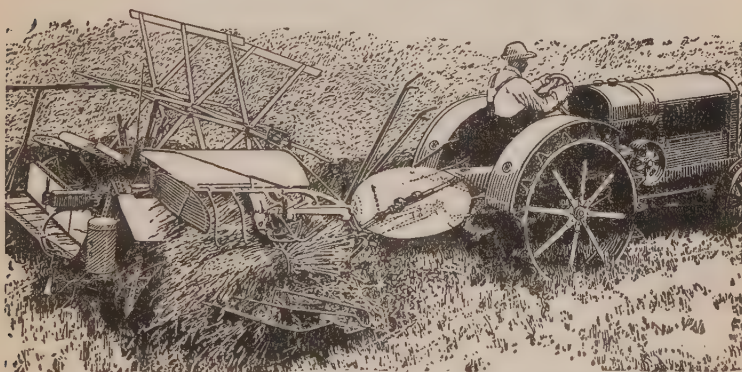


(Courtesy of the Farm Journal)

MOST CARTOONS ARE LINE DRAWINGS, REPRODUCED IN
ZINC ETCHINGS

Illustrating Science. The scientific investigator and his colleague, the educational extension worker, must understand the possibilities and the limitations of illustrations to secure best re-

sults from the publication of subject matter. Even material intended for a limited reading public of technically trained persons sometimes requires illustration for adequate presentation on the printed page. Material intended to make a popular appeal requires the aid of illustrations to gain a wide reading public. Some institutions maintain photographers and artists who are specialists in scientific illustrating, but in order to secure satisfactory results the investigator should be well enough acquainted with the individual problems of illustrating his subject matter to lend intelligent coöperation in making suggestions. If he has a clear idea of what he wants illustrated he will have made an intelligent beginning. The expert photographer or artist will then be able to offer constructive suggestions or to substitute workable plans for those which are impracticable.



(Courtesy of the Iowa Homestead)

ZINC ETCHINGS FROM DRAWINGS ARE EFFECTIVE IN ILLUSTRATING
MECHANICAL PROCESSES

Getting the right picture for illustrating scientific writing may entail as much study and experimentation as obtaining data for the work itself. Photographing wild life, for example, requires special photographic equipment and special knowledge of the habits of the animals to be photographed. Here the scientist finds it almost imperative to master the photographer's technique, especially if his illustrations are to be original and exactly suited to his subject matter. Illustrating microscopic objects is a specialized task with which few persons have thoroughly familiar-

ized themselves. In the absence of an illustrator competent to photograph or sketch in accordance with the requirements of the individual scientific problem, it falls to the investigator to learn the illustrator's trade as it applies to his own field of science. If his work can be illustrated photographically he should first be sure that he has suitable equipment, and then experiment until he has secured the results desired, observing in general the principles which apply to the making of photographic copy for newspapers and magazines. In the preparation of pen-and-ink sketches or color plates as copy for reproduction the points to be emphasized are the same as those previously discussed in this chapter.

Cover Pages. Many farm papers depend upon professional and amateur photographers to supply cover page copy. Cover page photographs command better prices than do those used in connection with reading matter. Ordinarily cover page photographs bring from \$10 to \$25 apiece, and, in exceptional cases, \$50 apiece. The human interest picture which suggests a story is much in demand at present, almost entirely displacing an earlier vogue which tended somewhat extravagantly toward photographs of livestock. The best criteria of the front cover page photographic needs of magazines are the cover pages themselves. The individual requirements of the magazines must be studied and copy produced which seems suitable.

QUESTIONS

1. What are the purposes of illustrations?
2. What kinds of copy are used for illustrations?
3. What are desirable qualities of a reflecting camera? its defects?
4. Of what does a good general purpose equipment for taking pictures for the agricultural press consist?
5. How may human interest be secured in a photograph?
6. Why is a glossy print preferred to other kinds?
7. What purposes are served by wash drawings in agricultural publications? by line drawings?
8. What is meant by the term "halftone"?
9. What is meant by the term "line etching"?
10. What quality is considered most important in cover pages?

ASSIGNMENTS

1. Compare the space allotted to (1) reading matter and (2) illustrations in a typical issue of (1) a farm newspaper, (2) a general farm magazine, (3) a technical farm magazine.
2. Collect from agricultural publications three illustrations which are good attention-arresters; three which are poor attention-arresters.
3. Collect examples of illustrations which help tell stories.
4. Clip an animal picture which contains distortion.
5. Secure illustrations or original prints which give evidence of the following faults: (1) Failure to tell a definite story; (2) failure to suggest action; (3) emphasis on the wrong thing; (4) omission of important parts.
6. Secure an example of each of the following: (1) Print from a halftone engraving, (2) print from a zinc etching.
7. Show by means of clipped examples that you are able to identify in reproduction a photograph, a wash drawing, and a line drawing.
8. If you have a camera, take photographs to illustrate news and feature stories on which you are working.

CHAPTER XI

WRITING FOR RURAL WOMEN

THE subject matter suitable for an agricultural publication naturally divides itself into (1) material directly related to the professional side of farming and (2) material not directly concerned with the professional side of farming. Problems of production, marketing, and other purely economic phases of farming comprise the first group. Sociological factors, including all activities of farmers and their families generally falling under the head of rural life, comprise the second group.

The farmer possesses interests predominantly economic. Agricultural literature always has emphasized material relating primarily to his interests.

Interest in Farm Life. Farm life, the paramount interest of the farm woman, received much more attention a decade ago than it did a generation ago, while within the recent past the emphasis upon it has become almost as great as upon farming business. Some of the reasons for this growing interest in rural life are (1) the development of home economics teaching and of extension work; (2) the general alarm at the exodus of the rural population from country to town; (3) the focusing of interest on the decay of the rural church as an institution and on the failure of the rural school to keep pace with the advance of educational facilities in town and city; (4) the publicity given to the comparative health of urban and rural dwellers; (5) the growing appreciation of the importance of rural American citizenry; and (6) the changing status of woman in the political, economic, and social life of the country.

Growth of Home Economics Teaching. Home economics teaching has made a tremendous growth in the last half century. Education for women, itself not wholly accepted 50 years ago, was placed upon an equality with men's education when the land-grant colleges accepted the theory, advanced in 1874 by President John A. Anderson of the Kansas State Agricultural College, that

the home-maker of the future was entitled to vocational training that would fit her for her life work. From early beginnings of practical classes in cooking and sewing, home economics has expanded to include a scientific study of every important phase of home-making. The household editor of the farm publication has had her best ally in the home economics teacher.

"Back to the Farm." Much faulty reasoning has been stimulated by census figures which indicate the changing proportion of population in country and city. Reformers have busied themselves organizing "back to the farm" movements. They have "viewed with alarm" the depopulation of rural districts and they have tried to discover the reasons in purely sociological conditions. Too often they have overlooked the most obvious economic facts in reaching their conclusions, but they have drawn attention to matters which ought to be considered seriously by farmers and urban dwellers. The farmer, in particular, may well concern himself with certain fundamental social conditions which mean the difference between the ordinary comforts of life and unnecessary hardships. The reformer, in calling attention to these conditions, has accomplished a service in a somewhat paradoxical way.

Rural Church and School. Of marked sociological significance are the decay of the rural church and the failure of the rural school in many respects to keep pace with the city school. In the changed industrial situation of the nation, the rural church and the rural school have failed to adapt themselves to present circumstances. What does this mean and what can be done about it? The farm papers are trying to answer the question, which is almost wholly sociological.

Rural Health. A study of census reports has brought out the surprising fact that the death rate is not decreasing in the country to the extent that it is decreasing in the cities. It has come to the attention of the public that there is a paucity of practicing physicians among rural dwellers. The health of the farmer and his family has become a subject of vital importance. It, too, is a social problem.

Predictions of Rural Exhaustion. That the passing away of a class of free husbandmen brought about the decay of the civilization of ancient nations is the belief of some students of ancient history. The fall of Rome, these historians maintain,

was brought about by an economic system which reduced the agricultural workers of the empire to a state of serfdom. Some contemporary thinkers see a tendency in that direction in America today. Is there danger that the supply of America's sturdy rural citizenry may become exhausted? The question has given rise to much speculation and this has led to some investigation of the facts. Tenancy studies have been undertaken in a number of states. Extensive surveys of social conditions among rural dwellers have sought to discover the social status of the farmer and his family. A considerable mass of agricultural literature of a new type has resulted.

Views of Farm Women. What farm women themselves think of conditions in rural America means considerably more than merely what rural social workers believe the farm women think. The *Farmer's Wife*, a magazine for farm women, conducted among its readers in 1922 a survey in which the question was asked, "If you had a daughter of marriageable age, would you, in the light of your own experience, want her to marry a farmer?" Ninety-four per cent of the 7,000 women who replied gave an affirmative answer. The winning essay in the survey, which was in the form of a contest, might well serve as a general guide in the presentation of material dealing with rural life:

THE STRENGTH OF THE NATION COMES FROM THE SOIL

Yes, even in the light of the hard years I have spent upon the farm, I would be willing for my daughter to marry a farmer because I believe in a constructive policy for farm homes and that true happiness is found in well-rendered service. In something so vitally necessary to the growth and progress of our nation as is agriculture, it is wisest for us farmers not to decry our occupation, nor to make mountains of our difficulties and mole-hills of our pleasures.

The strength of our nation lies in the youth of our land, and, with intelligent care, nowhere can boys and girls be reared to a sturdier manhood and womanhood than on our farms.

If our men are to till our farms to feed the multitudes, side by side with them must be women to help carry on. Who are better fitted than our daughters who can bring to their task understanding hearts?

"Oh," but I hear some one say, "it is such a hard life!" Have you ever known any great work, of brawn or brain wrought by one

seeking the "easy job"? The making of happy farm homes is a great work.

Our government is awakening to the fact that the farmer is to be reckoned with in our national policies. Our home demonstration agents are showing us farm women how to make becoming and inexpensive clothing; the automobile is making it possible to do and see many interesting things—and get home for "chores." On many a lonely farm, our club workers are touching the lives of boys and girls, inspiring them with a keen interest in their work and surroundings.

Last, but not least, the farmer is aroused as he never has been and is speaking for himself. When he shall have spoken wisely enough, I hope the great lack in the life of our farm women today—ready money—will be filled and she will have machinery to relieve the drudgery of her work and opportunity to enjoy some of the niceties of life. It is her due. To such a life I would gladly give my daughter.

I love the country; take a keen interest in farmer folk; admire their sincerity, quick sympathies, and sane and clean thinking. I find true enjoyment in the changing seasons; the spot where the children find the first hepatica; the bird songs; the beautiful colorings of the skies; the refreshing spring water; the feeling of nearness to the Creator of all things good and beautiful.

Because of this and because I am an American patriot, I should like to pass this legacy on to my daughter's children. — Mrs. Fannie L. Brundage, Fairfield County, Connecticut.

Woman and the Farm Home. While agricultural feminists are rare, woman's new freedom has unquestionably extended to the farm woman. As a result of her feeling of equality with men, she gives expression to aspirations about which her more timid grandmother never spoke. The growing interest in matters related to rural life is due in part to the demand for their consideration on the part of emancipated women dwellers on farms in all parts of the country.

The farm woman is an individual to be reckoned with in the making of a newspaper or magazine intended primarily for rural circulation. In the partnership which exists between herself and her husband she has a word to say at planting, during harvest, and when the products of the farm are sold, albeit these are primarily functions which the man of the house is presumed to be best qualified to perform. Regarding these affairs her voice merely is heard. In others, some of which are more far-reaching

than those which naturally fall to her husband to decide, her judgment dominates. If you ask her what her biggest job is, she may reply, "To make a home for my husband." That really is a good-sized job and she works at it conscientiously. But the modern farm woman, the emancipated farm woman, is far from being the chattel that the phrase may be taken to imply. In making a home for her husband she exercises the privileges which naturally fall to her as a high priestess of the household. She controls all those indefinable social forces which go to make up what is generally referred to as farm life. She is the most thorough, the most extensive reader in the family. She does a large part of the family buying. She keeps up the interest of the family in church, social, recreational, cultural, and community affairs. She manages the economics of the home. It is essential that the farm paper devote ample attention to her interests, which it usually does through the work of a household editor, whose concern is not only with cooking and sewing, but with the whole of rural life.

Analyzing Reader Interest. In planning her work on the agricultural publication the household editor must first analyze the interests of the reader. With the growing complexity of the farm woman's interests this analysis becomes increasingly difficult. In order to keep up with the constantly shifting interests, editors find it necessary to study the problem constantly. They gauge the reaction of readers through response to questions and through keeping track of the number of requests for further information on specific topics which have been treated in the publications.

In addition to these criteria, household editors seek personal contact by means of calls upon their readers and by mingling with farm women at meetings of agricultural societies and other gatherings of rural dwellers. One farm magazine includes three women field editors on its staff. These women spend a large proportion of their time traveling in the territory reached by the publication they represent. They call upon individual farm women for the purpose of gathering material for articles, they appear on the programs at meetings, they make acquaintances and study the interests of their actual and potential readers. One editor of a magazine whose circulation is almost entirely among rural dwellers spends a large proportion of her time in the field,

regarding this as of sufficient importance to justify her lack of contact with what ordinarily is considered the primary function of an editor; that is, actively supervising the editorial department of the paper.

Household editors generally agree that certain interests should be covered. The interest include foods, shelter, clothing, education, health, and recreation. Each of these general headings has numerous branches. Under foods may be included food value, preparation, buying, marketing, manufacturing, production, sanitation, preservation, and serving. Clothing may include a consideration of fabrics, design, color values, pattern making, pattern alteration, sewing tools, garment making, art needlework, upkeep, and laundry. Shelter, broadly speaking, involves treatment of house plans, decoration, furnishings, upkeep, cleaning, management, household expense, power equipment, utensils and china, and labor savers. The household editor's health articles have to do with personal hygiene, prevention of disease, preparation for motherhood, care of children, and care of the sick. Recreation implies interest in entertainments, community life, clubs, sports, and trips. Education takes under its general heading topics related to school, church, music, books, lectures.

Analyzing Editorial Values. The total annual editorial lineage in one magazine devoted to the interests of rural (small town and farm) women readers affords an estimate of the proportional value of material under the various headings as placed by one editor:¹

¹ Mrs. Ida Migliario, editor of the *Household Magazine*.

Editorial Lineage Carried in the *Household Magazine*
During the Year 1924

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Fiction.....	5,715	9,739	7,072	6,886	4,165	5,079	3,934	4,924	7,141	10,664	6,750	5,172	77,241
Clothing.....	970	1,012	1,125	1,020	380	380	760	760	1,520	760	760	950	10,397
Family Table Page.....	760	760	760	760	760	760	760	760	760	760	760	760	9,120
Editorial Page.....	760	760	760	760	760	760	760	760	760	760	760	760	9,120
Food.....	780	1,290	538	1,140	780	418	530	530	842	492	498	570	8,408
Beauty.....	590	760	760	760	474	390	428	464	614	640	760	670	7,310
Boys & Girls Dept.....	380	760	380	380	380	380	224	380	380	380	380	380	4,784
Needlework.....	425	570	422	380	380	110	—	220	234	380	425	380	3,926
Entertainment.....	262	640	380	260	—	320	—	380	—	494	380	380	3,496
Home Decoration.....	65	1,330	—	735	55	380	—	270	—	—	560	—	3,395
Human Interest Stories	226	290	320	200	284	120	—	140	190	244	380	230	2,624
Home Management.....	138	600	190	310	155	82	190	150	260	115	204	120	2,514
Special Articles.....	305	—	60	1,114	—	260	—	—	60	—	180	380	2,359
Washington Letter.....	380	380	380	380	380	380	—	—	—	—	—	—	2,280
Better Children.....	300	570	300	510	—	—	—	100	—	—	380	—	2,160
Book Department.....	—	570	190	380	240	—	—	—	—	—	480	220	2,080
Music Department.....	—	380	—	—	290	—	—	—	—	380	380	330	1,760
Poultry.....	114	200	220	167	220	125	—	—	—	—	162	—	1,208
Gardening.....	140	236	234	—	80	—	—	—	—	—	—	—	690
Radio.....	—	—	—	—	—	—	—	—	—	—	106	160	428
Total.....	12,310	20,847	14,091	16,142	9,783	9,944	7,586	9,838	12,881	16,228	14,459	11,462	155,711

The plans for the editorial content of this magazine for one month show how the editor expects to cover these interests in detail. The initials under the main headings refer to department editors or writers of articles.

Editorial Outline of
The Household Magazine
for January, 1925

Cover — Andrew Loomis — Old Lady Putting Ashes on Snowslide.
Editorials — News subjects of especial interest to women. N. B. N.
Feature Story — The House That Gari Bought — Eric Howard.
Serial — Fourth Instalment The Shop Girl — A. N. & C. M. Williamson.

Food N. B. N.	1. Cranberries	Giving some new uses for this delectable winter berry.
	2. Stews and Dumplings	Recipes for cookery of the cheaper cuts of meat and for making dumplings, noodles, etc.
Interior Decoration O. B. R.	Household Linens	Includes table linens, scarfs, and runners for cabinet; towels, wash cloths and bath mats.
Beauty R. R.	Care of the Body	1. Setting-up exercises and outdoor sports. 2. Bathing soaps and brushes — and bath salts.
Music R. A. N.	Opera New Releases	Telling the stories of one or two of the operas that have lived, naming the choice selections from each. Endeavoring to show that some of the opera numbers are more beautiful than highbrow.
Books K. R.	Best Sellers New Releases	Comprising my conception of the term "best seller" together with a partial list and brief comment on the best sellers of the season.

Better Children V. W. S.	Children's Teeth The Teen Age What Mother Knows	Giving parents helpful suggestions for meeting their problems.
Poultry D. L. T.	Poultry as a Business for Women	Discussing a woman's opportunity in poultry work.
Gardening L. H. C.	Gardening Plans	Pointers on selecting the location.

Other Interests. Certain other rather definite interests of the farm women included in the farm paper may or may not fall within the scope of the household editor. The farm woman is, as a rule, primarily responsible for the poultry. Planning the vegetable garden and to a large extent its care fall to her. She has a large share in the responsibility for the dairy whether or not the farm is specializing in that branch of farming.

An interest of importance is that which falls under the general heading of beauty. The farm woman is interested in foods and nutrition for her family's physical well-being, but she wants to know, too, how she may keep her physical proportions down to the requirements of today's fashions. She is interested in bobbed hair and in the care of the skin for beauty's as well as for health's sake.

The farm woman is interested also in "inspirational stuff." Every household editor knows what it means to get from some farm woman a letter that wrings her heart. Perhaps it is a woman whose husband is in failing health and should be in bed, but must work though it kill him. It may be a more personal matter, one which demands a personal reply. An editor who has gained the confidence of her readers will be called upon to give advice on domestic difficulties. "I kept one woman from getting a divorce and months afterward she came to me with tears of happiness because time had smoothed everything out," recounts one editor.² "I told another one that I would try love and prayer and if that didn't work I would leave him. But individual problems are small things in the grand total of cheer to be passed out. I believe that the one quickest, most permanent, and growing help is to urge association with other farm women through farm women's clubs. Through the club they first of all get the

² Mabel Bates Williams, Good Cheer Editor of the *Oklahoma Farmer-Stockman*.

thought of better home making and home conveniences, many of them home made and at no expense. These afford them more time for club work, more time for doing other things around the home, more time to read, think and study. Above all the clubs afford an opportunity for the farm woman to get the viewpoint of others and to rise above the everlasting round of home thoughts and home duties."

Personal Service. Personal service is furnished in two ways — through personal correspondence and by means of pamphlets and auxiliary pages. In order to take care of the thousands of letters which come to her, the household editor must have a library of the latest books dealing with every phase of home-making and must have also a staff of helpers who are specialists. Some of the questions are answered in the magazine but most of them are answered by mail. Usually a stamped envelope is requested, but not always required, by the magazine. One group of farm papers³ finds that questions which are filed under "Miscellany" outnumber any other group. Requests for help with food problems are second in number. Beauty questions are third, and shelter and clothing questions almost tie for fourth place. The home economics department of this group of farm papers answered 25,659 personal inquiries during 5½ months of one year. During one year it sold 18,532 pamphlets described in the pages of its magazines. Inquiries range from how to manage an unruly husband to how to drive red ants from the pantry shelves or rid a clothes closet of silver moths. One farm magazine having national circulation⁴ averages 1,200 requests a month for material giving suggestions for decorations, entertainment, and refreshments at parties. This is supplied free in the form of auxiliary pages published every season. In six years this magazine gave personal advice to 7,200 farm women through its Better Babies Bureau.

Space for Household Copy. In some farm magazines material having distinctive appeal to rural women occupies fully half the space. In others it occupies only a few columns. Household material may be presented (1) in a single department, (2) in several departments, each being maintained regularly in each issue, or (3) scattered through the magazine

³ The Capper Farm Press.

⁴ *Farm and Fireside*.

according to its merit. The departmental idea is carried out by the *Breeder's Gazette*, which carries weekly a column entitled "Indoors and Out," subtitled "Farm-Home Life from a Woman's Viewpoint." It is edited by Mrs. Alta Booth Dunn. A department, called "The Country Gentlewoman," is carried in each issue of the *Country Gentleman*. It is edited by Mrs. Caroline B. King. Most farm magazines maintain several departments of special interest to women. The department plan has, in the hands of a competent editor, the advantage of developing a regular following among readers.

The Test of a Household Article. The test to be applied to material for the household pages is dependent upon the individual requirements of the publication. If material is published in each number under various department heads covering specific interests, the test is less severe than where the household editor does not attempt to maintain all departments in every issue. If the quality of the material for any department fails to maintain a certain high standard, a severe test for all copy may profitably be applied. It is obviously foolish to waste white space upon inferior copy merely for the sake of maintaining a lame department.

How a Household Editor Works. A household editor of a farm magazine, after planning her pages for a year in advance, is kept busy finding and preparing for publication suitable material covering the various interests of her readers. She reads manuscripts by the hundreds, wading through tons of chaff to find the occasional grain of wheat. Then there are letters to answer. She must tell the young men how to make themselves agreeable to the girls and the girls how to entertain the young men. She helps the daughters plan their weddings and tells their mothers how to celebrate their wedding anniversaries. She gives suggestions for furnishing and decorating homes and for alterations and improvements. She makes suggestions for taking a friendly interest in the school and its teacher.

"It falls to my lot to tell the lonely men that the *Farm Journal* is not a matrimonial agent and that it is impossible for us to find wives for them," says Emma J. Gussmann, associate editor of that publication. "One of my hardest tasks is finding ways in which a woman can earn money at home. With as much tact as I can command I tell budding poets that they must learn

to spell and would-be artists that they cannot learn portrait painting by mail."

The editor of the women's material edits her manuscripts and prepares or arranges for the preparation of special articles. She visits shops, browses in libraries, and reads current magazines. She makes plans for trying out new equipment, new food products, and new recipes. She arranges for pictures and selects designs for patterns. She must keep in touch with her readers by frequently meeting with farm women in groups and individually.

Household Articles Didactic. The household article almost without exception is didactic. Its purpose is to teach. More often than not it attempts to teach something practical. It is a medium for exchange of ideas among home makers. Probably the first useful information given by one farm woman to another was a recipe or a suggestion for improving her personal appearance. The household editor merely puts on the printed page in condensed and interesting form an abstract of the useful information which farm women would swap were they gathered in a mammoth meeting every time the publication goes to press. How nearly she gauges what that information naturally would be, how entertainingly she writes it, how concisely and attractively she presents it, will determine the effectiveness of her pages. Probably three-fourths of the questions farm women are asking have already been answered in bulletins and pamphlets by United States Department of Agriculture and state college workers. But these publications are not in the hands of the average farm woman, nor is the literature answering the other one-fourth of her questions. She has learned to depend upon the household editor for this information.

The Form of the Article. The household article, because of its didactic purpose, is more restricted in form than are other journalistic types. It borrows from the news story, the feature article, and the editorial. It may represent the editor, philosophical, informal, writing in a conversational tone; it may be impersonal, formal exposition in which facts are presented objectively, briefly, with a minimum of effort to entertain; or experience related in the first person singular by the editor, a specialist, a free-lance writer, or a reader of the paper.

The Household Column. Reader interest is created and

maintained by an editor who has something to say and ability to express herself in writing entertainingly, provided she is in full sympathy with the farm woman's problems, her manner of living, and her prepossessions, convictions, and aspirations. She creates and maintains reader interest on the strength of her personality. Her writing is comparable to that of the philosophical newspaper columnist. The effectiveness of it is dependent upon the character of the writer. An example of one of the best farm paper "columns" by a woman writer is the following, from "Indoors and Out," by Mrs. Alta Booth Dunn in the *Breeder's Gazette*:

It is a grim old joke in the west that sheep-herders go crazy from solitude on the range. Progress, however, is changing this. One shepherd, at least, in our part of the country has a radio in his sheep wagon, which is his home. Incidentally this boon of science answers in part that baffling sociological question: What will sheep-herders do with their wages when they can no longer buy strong drink? Although a herder, camped in the hills near us for a time, who came to bring us a quarter of mutton in appreciation of a postage stamp given him by my husband, once told me in pre-prohibition days that his magazine subscriptions amounted to \$12 a month. One of my neighbors, by the way, taking pity on this same fellow because of his steady diet of "sour-dough," gave him a loaf of her sweet currant bread, a product of which she was very proud. Later she was rather indignant to learn that the herder had gone on eating his sour-dough, saving the currant bread for his pet lamb! This little incident touched me keenly, as an example of a solitary man's tenderness and devotion to an animal comrade, pet and dependent.

My husband requests me to ask if *Gazette* readers can suggest a practical way of getting rid of English sparrows. A number of these dirty little pests are self-invited boarders and lodgers with our chickens. We desire the sparrows to vacate — permanently — but do not know how feasibly to bring this about. Who can help us?

What do you do to make these long winter evenings interesting to boys and girls in your household? The old custom of gathering about the fireside to read aloud, tell stories, play games, and the like should not be entirely supplanted by the joys of the radio. In fact, many of us have no radio outfits; and perhaps we are no worse off for it, even though we may feel somewhat abused because we cannot afford this luxury. Lacking it, we learn to depend on ourselves for entertain-

ment and recreation that may be of more lasting value. I am doing some solid reading that I might not do if there were a radio to tempt me to more frivolous amusement.

Children who are encouraged to read before the family circle have increased ability to become entertaining members of outside groups. The 10-year-old lad will enjoy telling stories from his books if the home folks are interested listeners. The sister, a little older, will be proud to speak her school recitation at home if father and mother are a sympathetic audience. It is also good exercise for the youngsters to relate amusing happenings of the school day or to repeat wholesale jokes at home. But children must learn to be good listeners as well as good entertainers. One should not be allowed to do all the talking.

My cousin's late reference to fruit cake and recent mention of it by my good friend Miller Purvis led me to wonder if the broadcasting of my recipe is likely to bring me trouble. Mr. Purvis says: "Mrs. Purvis is struggling with a fruit cake compounded of a lot of costly ingredients, assembled according to a recipe she found in the *Gazette* the other day. If I had known she was going to try it and had guessed what it would cost, I'd have clipped the recipe and hid it! From the quantity of it, I fear that I shall suffer many pangs of indigestion before the cake is consumed. Our daughter, our daughter's mother-in-law, the mother-in-law's best friend, and Lord knows how many more are going to try it out. The chances are that a good many men will rise and call you blessed—or the contrary—according to the way the various cakes turn out. Mrs. Purvis has just shown me three pans of a messy-looking mixture, so keep looking for news of my serious indisposition!"

From this you may gather that I am in for some trouble indeed, for all women with good intentions are not, alas, good cooks. "Fame," as Dan D. Casement lately remarked of peddling milk, "is not all beer and skittles." However, if a housewife is going to make a mess of her Easter or other cookery, it's as well for her to do it with this rule of mine as with another. A good domestic science worker could demonstrate cake-making to women of a whole neighborhood in a half day, so that ordinarily cake failures would be unnecessary; though worn-out cook stoves have a lot to do with much ruined baked goods. When I was a bride I had a course of cookery lectures and demon-

strations that saved me from the mistakes of inexperience and my family from some inedible messes. I am for prevention rather than for cures.

During the month of September I canned 100 pounds of sugar in fruits — peaches, pears, plums, strawberries, blackberries, apples and watermelon — alone and in delicious combinations. Coming at a busy season, this required not a little planning, patience and pot-watching. However, when I look at my well-filled shelves of neatly labeled jams, jellies, preserves, sauce, and marmalades, I feel repaid for the effort and the energy expended. My provident, housewifely heart likes to go into the winter with all the jars, glasses and bottles filled. The Martha part of me holds a profound contempt for the Marys who are above taking this and like trouble, for this is but a measure of thrift.

The Edgar (Mont.) farm rally is scheduled for March 7, the Edgar Rod and Gun Club cooperating with the local Woman's Club to make this an interesting event. A number of Montana notables are listed on the program. "Coöperation, the Magic Word of the Day, the Hope of a Better Tomorrow," is the subject of an address by the president of the Montana State Teachers' Association.

Telling the Story in Minimum Space. Less interesting, possibly, is impersonal formal exposition in which facts are presented objectively, but space considerations commend this form of article to the magazine in which the manifold interests of the housewife are fully covered. It attracts attention, holds interest, and moves to action by reason of importance of subject matter rather than effectiveness of style. The recipe, always fascinating reading to the housewife, usually appears as simple exposition, especially in cases where conservation of space is necessary. Such an article, combining a number of recipes following an opening which suggests the summary lead of the news story, is the following, from the *Farm Journal*:

EGG DISHES THAT ARE NEW

By HELENA KORTE

When fresh meat is not easily obtained, eggs make an excellent substitute. The trouble is that when eggs are plentiful, most of us

are likely to serve them too often in the easy, ordinary ways of cooking them. The family tires of them and demands something different. Camouflaged a little and combined with a few other simple ingredients, eggs may still be enjoyed and used in quantities.

For an egg and potato dish use four eggs, two tablespoonfuls of butter, three tablespoonfuls of flour, one scant pint of milk, two or three cupfuls of cooked potato (mashed, riced, or finely chopped), one cupful of bread or cracker crumbs soaked until soft in a little milk, salt, pepper, a little chili-powder, if desired. Melt the butter over the fire, rub in flour and add milk slowly, stirring constantly to avoid scorching and lumpiness. Cook until it thickens. Season and remove from the fire. Beat the eggs light, stir them into the white sauce just made and add the potato and crumbs. Season to taste with salt, pepper or chili-powder, and beat well together. Put the mixture into a buttered baking-dish and cover the top with a thin layer of soaked crumbs. Sprinkle with salt and black pepper and dot with bits of butter. Set the dish in a pan partly filled with hot water, and bake in a moderate oven until it puffs up and is delicately browned on top. This requires from 40 to 50 minutes usually. Serve hot from the dish in which it was baked. It will furnish liberal portions for from six to eight persons.

A delicious pudding can be made with eggs and a can of corn. If the corn seems watery, drain the liquid off, then put the corn through the meat-grinder, saving any milky fluid that may drip from it. Soak one and one-half cupfuls of bread or cracker crumbs in a scant cupful of sweet milk. They should be soft, but with no excess of milk. Mix corn with soaked crumbs, then add the well-beaten yolks of four small or three large eggs, one teaspoonful of sugar, one-half teaspoonful of salt, one-fourth teaspoonful of pepper. Beat all together until well blended. Whip the egg whites until stiff and add them last of all. They should be lightly folded in without much stirring. Put the mixture into a buttered casserole or enameled baking-dish; set it in a shallow pan of hot water and bake in a moderate oven for from 30 to 40 minutes, or until it seems well set and is nicely browned on top. It should be puffy and tender, and with a most delicious flavor. Serve hot.

An egg and corn omelette is quickly made, and is a favorite resource when time presses. Prepare the corn and put it through the meat-grinder, as before described. To it add three or four well-beaten eggs, one cupful of bread or cracker crumbs soaked in three or four tablespoonfuls of cream or rich milk, one tablespoonful of melted butter, one teaspoonful of sugar, one-half teaspoonful of salt, one-fourth teaspoonful of pepper. Beat well together and turn into a large saucepan. Cover for the first few minutes, and cook rather

slowly until the under side begins to thicken and brown. Then roll the edges and turn with a pancake turner. In fact, it is cooked exactly as one cooks an all-egg omelette, except that it requires a little more time in order that the corn and crumbs may be thoroughly cooked, and ingredients and flavors all well blended.

Human Interest in Experience. The increasing popularity of the article which relates the experience of the writer suggests the probability that readers respond favorably to this form. It may be employed to combine the ever compelling interest in some such household subject as the recipe, with the human interest of the informal conversational tone of the editor speaking to her readers. Nell B. Nichols, corresponding household editor of *Farm and Fireside*, combines the appeals in the following article, which was illustrated with a halftone engraving from a photograph of Mrs. Nichols in *Farm and Fireside's* experimental kitchen demonstrating one phase of her breadmaking method:

HOW I BAKE BREAD

By NELL B. NICHOLS

In my household Friday is baking day. Of course, I make bread more frequently than once a week, but on Friday without fail, browned loaves are taken from the oven. I know full well that the experienced home-makers who read *Farm and Fireside* excel in this business of bread-making. There are, however, brides and home-makers of fewer years' standing than some of us who wish to know more about this type of cookery. It is for them that I am telling how I bake bread, and it is for all of our readers that I am giving some of the out-of-the-ordinary sweet, cake-like loaves that I make, using bread dough as a foundation.

Suppose it is Thursday evening and that you are with me. I am starting my bread-making campaign; that is, setting the sponge. First of all, I am going to give you two formulas, or lists of ingredients, which I use in making four loaves.

LIGHT BREAD WITH POTATOES

3½ cups lukewarm liquid	2 tablespoons sugar
2 tablespoons shortening	1 cup mashed potatoes
1 cake yeast	4 teaspoons salt
12 to 16 cups flour	

LIGHT BREAD WITHOUT POTATOES

4 cups lukewarm liquid	2 tablespoons shortening
4 teaspoons salt	1 cake yeast
2 tablespoons sugar	12 to 16 cups flour

Now for the sponge-making. After clearing the deck — my kitchen table — for action, I assemble the ingredients and utensils to be used. This consists of two cupfuls of the lukewarm liquid into which I break the yeast cake. I allow it to soak thirty minutes. The liquids which I use are water, whey, milk, or potato water. When milk is used, I scald it and allow it to cool before the yeast is added.

While the yeast is soaking, I get the bread mixer ready and place the mashed potatoes in it. In case you do not have a bread mixer, a large mixing bowl or crock and a spoon are employed in its place. Four cupfuls of the flour are sifted once and measured.

When the yeast is soft, I pour it in the bread mixer, add the four cupfuls of flour and turn or mix the sponge three minutes. If you use a bowl, beat the flour into the liquid with a spoon. I cover the sponge thus made, and set in a place of ordinary room temperature overnight. It is advisable to have the temperature of the room in which the sponge is kept from 60 to 70 degrees Fahrenheit. Higher temperatures might cause the sponge to sour, and lower ones prevent the yeast from growing and making the sponge light.

Home-makers have different ways of keeping the sponge warm on cold wintry nights. I have a homemade sponge box, built according to the directions in Farmers' Bulletin 927, which you may secure if you write to the U. S. Department of Agriculture, Washington, D. C., and ask for it. In this box the temperature may be regulated in a satisfactory way.

One of my neighbors obtains equally good results by heating a radiator of her fireless cooker until it is a little warm. This is placed in the fireless cooker and the jar of sponge is set on it. By closing the lid of the cooker, a fairly even temperature is maintained throughout the night. Some women wrap the utensil holding the sponge with a clean blanket and set it in a warm corner; others set it in the oven of the range in which there is no or very little fire.

Immediately after breakfast the next morning I break up the sponge by turning the mixer or by beating it with a spoon. Then I add the rest of the liquid, sugar, salt, and melted shortening. If milk is used, it is scalded, and cooled until lukewarm. I mix in enough flour to make a soft dough, or one that may be taken up and kneaded. Usually I add about nine cupfuls, but the amount varies with different flours.

Kneading is next in order. By using a bread mixer, I do this work in three or four minutes. In kneading by hand, the large ball of dough is placed on a clean floured board and kneaded with the hands lightly, being turned frequently, until it becomes smooth, elastic, and will not stick to the hands or the board.

Then the dough is allowed to rise either in the mixing bowl or bread mixer. I grease the sides of these utensils slightly to prevent the dough from sticking. I find the bread mixer a saver of time and labor, and it gives good results when its size bears a proper relation to the amount of dough to be mixed. In families where the bakings are large, the larger sizes of mixers should be used, and small amounts of dough should be kneaded in a small mixer. I always keep the dough covered while it is rising, to prevent a crust from forming, due to surface evaporation. It will rise quickly if set in a warm place in the room.

After this dough has risen until double in bulk, I cut it down from the sides of the mixer or bowl and knead it in the mixer or by hand just long enough to expel the large gas bubbles. In the bread mixer this is accomplished in the time it requires to collect the ball of dough on the blade.

Molding the dough in loaves or combining it with other ingredients to make sweet breads and doughnuts is next in order. When shaping it into four loaves I divide it into four portions of equal size, work it in the hands until smooth, and then place it in individual greased pans to rise. If individual or one-loaf pans are not used, the bread dough, instead of the pans, is greased so the loaves can be separated when baked. I allow the loaves to rise until they have increased two and one-half times in bulk, and then bake them about fifty minutes. To hasten the rising I frequently set the pans containing the dough over a kettle of hot water.

Compressed yeast may be substituted for the cake of dry yeast in the lists of ingredients, but when this is done I do not set the sponge in the evening. Instead I mix it up immediately before breakfast. The use of this method does away with all the worry of keeping the sponge warm overnight in cold weather. After breakfast is over I add the other ingredients and knead the dough. Compressed yeast acts more quickly than dry yeast, but unless it is fresh and free from black streaks it will not give good results.

I consider oven temperature very important in bread-making. Best results are obtained when the oven is fairly hot at first, so the crust begins to form immediately. After the first fifteen minutes a cooler oven is desirable, so the loaf will be baked evenly throughout and too hard a crust will not be formed. I have an oven thermometer which I use to determine the heat of the oven. Bread dough is inserted

when the thermometer registers 420 degrees Fahrenheit; the temperature is gradually lowered to 350 degrees.

When a thermometer is not available, a simple way of determining whether the oven is hot enough is to place one teaspoonful of flour in the lid of a jelly glass or some other small tin and spread it in a layer one-half inch thick. If this becomes light brown in color in five minutes the oven temperature is correct.

Bread shrinks from the sides of the pan when it is baked sufficiently. Sometimes the crust becomes too crisp. When this occurs I soften it by rubbing melted butter over the surface. I remove the loaves from the pans as soon as they are taken from the oven, and place them on a wire cake rack or across two bread pans to cool. When thoroughly cooled, they are stored in a covered bread box. I never cover the bread while it is cooling unless this is necessary to protect it from dust or insects.

GRAHAM BREAD

When I wish to make graham bread, I use the same ingredients as for light bread, only I add an additional tablespoonful each of sugar and shortening and use one-half graham flour for the ordinary white flour.

WHOLE WHEAT BREAD

I make whole wheat bread by using the same ingredients as for light bread, adding an additional tablespoonful of shortening and two tablespoonfuls of brown sugar and substituting one-half or more whole wheat flour for ordinary white flour.

RYE BREAD

Since I usually wish to make only two loaves of rye bread at a time, I simply pinch off six cupfuls of bread dough when it is light and ready to be molded into loaves, and work three-fourths teaspoonful salt, two cupfuls of rye meal, and one-half cupful of molasses into it. When this is evenly blended or mixed together, it is shaped into loaves, and allowed to rise until double in bulk before baking. Usually a little bread flour needs to be added to make the dough stiff enough to be shaped into loaves.

DOUGHNUTS

In making doughnuts I use three cupfuls of light bread dough, adding to it one beaten egg, three-fourths cupful of sugar, four tablespoonfuls of shortening, one-half teaspoonful nutmeg, one-half teaspoonful of cinnamon, and sufficient flour to make a dough that may be rolled one-quarter inch thick. This is cut with a doughnut cutter

and allowed to rise. When light, the circles are fried in deep fat until brown on both sides. Then they are drained on crumpled paper and rolled in sugar.

FANCY DOUGHNUTS

Instead of cutting the rolled doughnut dough with a doughnut cutter, I sometimes use a cooky cutter. On half of the circles thick jam or fruit preserves are placed. I use about one teaspoonful of preserves on a circle, and cover it with another piece of dough; the edges are pressed together firmly and when light. These are fried just as doughnuts are.

FRUIT BREAD

To two cupfuls of light bread dough, one beaten egg, three-fourths cupful of sugar, and two tablespoonfuls of butter are added. The dough is then arranged in a greased round or square loaf-cake pan. On top of this loaf, prunes which have been soaked until soft in water, and from which the pits have been removed, are arranged in rows. Usually I cut the prunes in halves. They are pushed down in the dough a short distance. When the loaf is light it is baked in a moderate oven.

APPLE LOAF

I make an apple loaf just like the fruit bread, substituting apples which have been pared, cored, and cut in eighths for the prunes.

DATE BREAD CAKE

To two cupfuls of light bread dough I add one beaten egg, three tablespoonfuls of sugar, two tablespoonfuls of shortening, and one-fourth teaspoonful of salt. This dough is rolled one-half inch thick. Then it is spread with date filling, rolled like a jelly roll, and arranged in a circle in an oiled pan. When light, it is baked in a moderate oven. Usually a little flour needs to be added so the dough may be rolled easily.

DATE FILLING

After washing and stoning one pound of dates they are cut in small pieces and cooked with one-half cupful of water and one tablespoonful of lemon juice until a paste is formed. Fig paste may be used instead of the date filling if one wishes. One pound of figs is used instead of the dates.

RAISIN LOAF

To make a raisin loaf which resembles a cake, use two cupfuls of light bread dough. Work into this one beaten egg, two tablespoonfuls melted butter, one-half cupful sugar, one-half teaspoonful cinnamon,

one-eighth teaspoonful nutmeg, and six tablespoonfuls seedless raisins. More flour may be needed to make a soft dough. Place in an oiled cake pan and, when light, bake in a moderate oven.

Conciseness and Human Interest Combined. That conciseness and brevity are not wholly incompatible with the chatty, first-person, experience-relating manner is exemplified by *Capper's Farmer*, which specializes in articles of 800 words or less written by actual farmers or farm women. This article, written by a Missouri dairy farmer, would naturally interest both members of the farm partnership:

I DOUBLED MY PROFITS BY CHURNING INSTEAD OF SELLING CREAM

By WILL YOUNG
Greene County, Missouri

I sold cream for several years. One day a neighbor who had been making butter asked me to let him have my cream as he was running short. I took a can of cream to him. Ten gallons like I had been selling, had been making about 24 pounds of butterfat. The price had been 40 cents. After churning, my neighbor paid me \$12. "Made a mistake, didn't you?" I asked.

"Don't think so," he said. "I made 30 pounds of butter from your cream and figured it at 40 cents." Then I told him what I had been getting. He explained that 24 pounds of butterfat made 30 pounds of butter, that he was selling butter for 50 cents a pound and was glad to pay me the additional amount.

Then I began figuring. I had been getting \$9.60 a can for my cream, 24 pounds butterfat at 40 cents. He was selling the butter from that amount of cream for \$15, a difference of \$5.40. Pretty good pay for churning 10 gallons of cream! I was getting about 30 gallons a week. That would make \$16.20 a week for churning. I determined to have a butter route and bought a churn. Now I can't supply all my customers although I have bought more cows.

My carton, bearing the cut of one of my Jersey cows, reads: "Fresh Country Butter, Churned Twice a Week from Pure Sweet Cream." I live several miles from town where it was considered that there was an over-supply of butter. However, by canvassing the residence district with samples and an argument that it was made from pure, sweet cream, I soon was able to build up my trade. It has more than doubled my profits from dairying. — *Capper's Farmer*.

Even shorter than the foregoing article is the following paragraph written by a reader of *Successful Farming* and printed in the Home Department of that publication, yet here again is a combination of the two appeals:

COMPLEXIONS

Farm women as a rule are thoughtless of their complexions. As girls we tried to keep a clear skin but a little tan would get on each year and as the years have lengthened the tan has deepened until in my own case something simply had to be done. Bleaching creams seemed rather expensive so I tried peroxide and lemon juice in equal measures. The result is amazing. Tan of years' standing takes long and tireless effort to remove, but it is time well spent. Under my disgraceful coat of tan I found a skin clear and creamy with a tinge of pink that a young girl might envy. I am past forty and don't remember of ever having such skin. And all for twenty cents' worth of peroxide and three lemons! — Mrs. J. G.

Combining Forms. Treating a broad subject such as community betterment, the rural church, or the country school, a writer who speaks as an expert may set forth his facts objectively as a news writer does, make them attractive with incident or example, after the style of a feature writer, and interpret the facts editorially. The following article from the *Country Gentleman* is an example of this type:

KEEPING CARNIVALS CLEAN

**Increased Prosperity Has Come to Fairs that Bar Out All Fakers
and Grafters**

By DON V. MOORE

The majority of state and interstate fairs are clean, and I believe the majority of county fairs are tolerably clean. But there are 1,500 agricultural fairs in this country every year, and the very fact that more than one hundred traveling carnivals carry crooked games and shows that can be made indecent at a moment's notice, and that these carnivals depend upon agricultural fairs for the bulk of their income, is proof enough that a change is needed.

There has been a great cleaning up of fairs in the past few years, but the clean-up broom has a lot of sweeping yet ahead of it.

In many sections of this country the managers of fairs want plenty of gambling and indecent shows, and they will not engage a carnival that does not provide them. They say their people demand that kind of diversion.

I do not believe that the majority of people anywhere demand it.

Many fair managers excuse the crookedness and indecency on their fair grounds by the plea that they cannot prevent it.

I do not believe that either. The manager of a fair has supreme authority over his grounds and is responsible for any crookedness or indecency that goes on. He can stop it if he so desires.

My experience of fifteen years as a fair secretary and manager has proved to me that the carnivals that will not, under any circumstances, put on graft and sure-thing games and dirty shows are in the minority.

Many carnivals come to a fair under contract to be decent, and they may operate that way for a day or two. Then they loosen up a little. The next day they open up a little wider.

Then come the big days of the fair, the midway is thronged, there is a crush of players around every game; the tent shows are rushing the people in and hustling them out again; and the wheels of fortune that gave merchandise for prizes, blossom out into money wheels that give cash prizes.

Squeeze and pinch wheels, crooked devices that always win for the operator or his cappers in the crowd, and a hundred other swindling devices sneak out of trunks and packing cases and are soon running full blast.

Many fair managers come right out, flat-footed, and declare they must let carnivals run "wide open" on their grounds in order to pay expenses.

I do not believe that.

In the fifteen years I have been engaged in the management of fairs I have gone around with my eyes open, and as secretary for four years of the International Association of Fairs and Expositions, it was my business to listen to and collect the discussions on every problem concerning the management of fairs, by fair men from all parts of the country.

So I have had a chance to hear of the experiences of fair managers and to learn their sentiments and opinions. I believe that the manager of any fair, state or county, that was once wide open, and is now honest and clean, will testify, as I have heard them do many times at our meetings, that since the faker and grafter were turned back at their gates, their patronage and receipts have increased steadily.

For the past five years I have been secretary of the Interstate Fair of Sioux City, Iowa, which draws from three states.

There was a time when this fair was wide open, but for seven years there has not been a game of chance or skill, nor an indecent show on our grounds, and our patronage and capacity for usefulness have grown under that policy.

Many fairs have banished the carnivals and have supplanted them by home-talent pageants and circuses and carnivals. They cost little to produce and are pleasing to the public.

One of the greatest attractions in our own fair has been the boys' and girls' club work.

Last year state champion teams in livestock judging, home economics and farm-project work came from twelve different states and camped on our grounds throughout fair week.

At one state fair in the Middle West 115 teams of club boys and girls demonstrated to fair audiences how to cull poultry flocks, feed dairy cows, treat potatoes, design and make clothing, prepare foods, judge livestock, make bread and do canning and preserving.

In Tennessee 40,000 boys and girls of the rural districts were touched last year by club work linked up with the fairs.

A million boys and girls of the farms are in club work in this country. Boys' and girls' club work had a place last year in the programs of 4,249 community, county, state and interstate fairs.

A fair that thinks it cannot get along without a crooked carnival should enter into this boys' and girls' club work instead, and it will find that as an attraction it beats the skin game and the cooch dance a thousand miles as a drawing card.

More and more fair men are realizing each year that dirtiness and crookedness do not pay, and they are trying their best to make all fair men see it.

Each state has its association of county fairs. Then there is the International Association, which takes in the larger fairs and the state associations. There is a movement on foot now to combine all the county fairs into a national association, with the object of bettering the fairs.

Last year the School of Fair Management, promoted by the fair men, held its first session of one full week at the University of Chicago, with members of the faculty of that university among its teachers. Last February this school held its second session.

We hope to develop it until any one concerned in fair management may go there, take the course, and thus prepare himself to take a lively part in the management of the county or state fair in the community in which he lives or afterwards settles.

The International Association of Fairs and Expositions has also financed a bureau of research, which will be part of the business and commerce department of the University of Chicago.

It will gather just such facts about fair management, from all over the country, as fair managers want to know.

Thus, the fair men are striving to raise the standards of the fairs.

The Household Editor's Qualifications. The household or home editor must be competent to pass upon the value of material for her pages, she must understand the technique of publishing, she must have initiative to plan original features and departmental copy, and she must have vision to see how this material will look in type and how it will react upon her readers. In short, the household or home editor, like all other editors, needs to know well the editing job. It is desirable that she possess college training in home economics. If she is farm-reared there is every likelihood that she will experience less difficulty in gauging the interests of her readers. More important, however, are knowledge of editorial technique, sound judgment, and the human qualities which are necessary to any successful editor.

QUESTIONS

1. What are the two general kinds of subject matter treated in the agricultural publication?
2. What are the various causes for increased space devoted to rural life in agricultural publications?
3. Do you think farm women generally are dissatisfied with rural life?
4. How may the household editor analyze her readers' interests?
5. What are the leading interests of farm women?
6. How is the so-called personal service of the household department conducted?
7. In what three ways is household material presented?
8. How does the manner of presentation of material affect the test that a household editor will apply?
9. What are some of the duties of the household editor?
10. What is the primary purpose of the household article?
11. What are the forms of the household article and the merits of each?
12. What qualifications should a household editor possess?

ASSIGNMENTS

1. Collect examples of articles that deal (1) primarily with the professional side of farming and (2) primarily with rural life.

2. Gather material on a subject having to do with rural life, and write in news style an article of 800 words.
3. Classify according to interests all the household articles in one issue of a farm paper.
4. Write a recipe story in expository style.
5. Rewrite the story presenting the same facts as a personal experience. Compare the length of the two stories.
6. Rewrite the story written as assignment 5, boiling it down but retaining the personal experience point of view.
7. Submit a plan for household material in a single issue of a farm paper.
8. From the pages of farm papers list as many kinds of personal services offered as you can find.
9. Write a 1,500-word article describing an evening's entertainment in a rural home for boys and girls of early adolescence.
10. Taking a weekly farm publication for study, compare the column inches devoted to household and women's material with the total number of column inches devoted to articles dealing with other farm interests. Make the same study of a monthly farm publication.
11. Give a reference to a farm publication which selects its household material (1) according to its fitness for special departments and (2) according to the intrinsic worth of the articles.
12. Collect an example of each of three types of household article in which the manner of presentation seems adapted to the subject matter and space allotment.
13. Write a chatty, human interest column suitable for a publication which is read largely by farm women.
14. Collect an example of each of three types of article to illustrate faulty adaptation of style to handling a subject in the allotted space.
15. Rewrite each of the articles collected for assignment 14.
16. Selecting a subject having to do with a phase of rural life with which you have become so thoroughly familiar that you can speak as an expert, write in an authoritative manner an article of 1,500 to 2,000 words.

CHAPTER XII

FARM COPY IN THE DAILY

PUBLISHING agricultural news in a daily paper which has any considerable number of actual and potential subscribers directly dependent upon farming serves two leading purposes. It provides the readers of the paper with timely information which is in active demand everywhere that agricultural products are grown or marketed. It earns a substantial revenue for the newspaper that intelligently makes use of the good will created by an agricultural service for which there is a demand in the territory covered by the newspaper.

A Unique Service. The daily in the midst of a rural territory is situated, in most instances, at the marketing center of the region. Thus it occupies a unique position among publications which serve rural readers. It is readily accessible to the markets and to demand factors which are of primary interest to local producers. Appearing daily, it is enabled to carry accounts of local conditions while they are still important to the farmer's welfare.

Certain distinctive agricultural practices usually prevail throughout the region covered by the city daily published in a farming community. This, of course, is not true of metropolitan papers with circulation spreading over many states. It is true, however, of most papers having fewer than 100,000 subscribers. These papers may serve their rural readers in much the same way that country weeklies having a constructive agricultural policy serve their readers. They may conduct a sort of clearing house for the agricultural experiences of farmers who live within the territory.

Every farm is an experiment station. It needs only a voice to extend its usefulness to all who carry on similar farming operations under similar conditions. Such a voice is the daily paper published at the center of such a region.

National and international news of vital importance to the farmer, scientific research which affects agriculture, general news

which has a bearing upon the welfare of the agricultural community, assume a local character when published in the home paper. Such news becomes increasingly valuable to the reader of the daily when it is correctly interpreted and locally applied by an editor who is a trained agriculturist.

A Merchandising Medium. The daily newspaper which has gained the confidence of its farmer readers needs only to produce evidence of sound circulation and the good will of its readers to secure advertising. Circulation among rural dwellers affords a merchandising medium for merchants and manufacturers who would not advertise in the newspaper if its circulation were entirely urban or even urban and suburban. Strong rural circulation in a prosperous agricultural region is superior in quality to the average city circulation. The buying power of the average farmer in normal times is greater than that of the average city dweller.

Pioneer Farm Departments. While the development of the farm department in the American daily newspaper has been rapid during the last decade, emphasis on agricultural news by the American daily press is by no means new. The Columbia (S. C.) *State*, according to Mr. David Horton, its managing editor, has devoted special space to agricultural news for the last 32 years, "practically from the establishment of the paper." The Newark (N. J.) *Evening News*, says Mr. John I. Sipp, its agricultural editor, has had an agricultural department for the last 20 years and previous to that time emphasized agricultural news to some extent by publishing feature articles occasionally. The Toronto (Ontario) *Globe* has published an agricultural page for the last 15 years and previous to that gave some emphasis to agricultural news, "but not nearly so much nor so well," according to Mr. H. C. Mason, its agricultural editor, who adds (January, 1925) that earlier efforts consisted of "reports of meetings, government reports, and the annual crop story."

"The paper's attitude toward agricultural news," continued Mr. Mason, "has changed considerably during the past 20 years. Formerly it was content with special reports of meetings, some overemphasized, others missed, and occasional long articles on freak plants or impractical proposals for revolutionizing the industry. The service was hit-or-miss, and lacked continuity, balance, and authority. There is, and has been, a growing realiza-

tion of the importance of farm news and of the inability of the city-trained man to handle it properly for farm readers. There is a growing respect for the farm page upon the part of other members of the staff and an increased tendency to consult its staff for special information. It seems probable that this will continue."

This attitude prevails among agricultural editors of newspapers which have established agricultural departments within recent years. In a few cases the agricultural departments were established in the war-time emergency to stimulate farm production and continued after the war because they had become valuable assets. In other cases the agricultural department answered the demand of the agricultural depression which followed the war.

Economic and Social Trends. In practically every instance the beginning of a farm page has been influenced by definite economic and social trends the acute manifestation of which may or may not have been fully recognized by the newspaper responding to the manifest opportunities afforded in the new field. These trends are (1) the general awakening to a realization of the economic interdependence of town and country, (2) the tendency to view farming as a business, (3) the removal of the farmer's isolation, thus breaking down a sort of urban-rural feud, and (4) new conditions which invited financial benefits to the daily through the cultivation of the farm reader.

The Agrarian Problem to the Fore. Two factors contributed forcibly to the general awakening to the realization of the economic interdependence of town and country. They were (1) diminishing free lands in the West and (2) the breakdown of foreign markets for American agricultural products.

So long as land could be had practically for the taking the American farmer felt little necessity for the city man's interest in his vocation. The United States was a vast bargain counter to which the world came for its subsistence. The lands were farmed for the immediate future needs with little thought of the more distant future. When land wore out, new cheap land was taken and the worn-out land abandoned. The American farmer had no effective competitor in the world market. He was, indeed, independent. Young or old, he was continually trekking west to grow up with the country.

But while he and the country were growing up, the land was

being used up. Imperceptibly at first, the country developed an agrarian problem. Tangibly it manifested itself in farmers' movements of various sorts — the Grange, the Farmers' Alliance, the People's Party, the Non-Partisan League. The urban population was perhaps more amused than concerned. Agriculture had always taken care of itself; it would do so in the future. There was little reason for the consumer or for the manufacturer or merchant to concern himself with agricultural ills. He could not see that it affected his welfare.

The era of prosperity during which Europe came to America for its agricultural products began to decline even before the cheap western lands had been taken up by American homesteaders. Germany and France, bending every effort to strengthen their internal position, imposed protective tariffs on agricultural products, shutting off much of the American importation. Great Britain lent encouragement to other agricultural "new countries," especially her colonial possessions. South America, Canada, Australia, Russia, and South Africa gained strength as competitors of American agriculture.

Thus by the beginning of the present century the United States had lost its dominating place as exporter of agricultural products to Europe, partly because of the increased cost of producing brought about by the exhaustion of the supply of new cheap land, partly because of the internal policies of European countries and the development of agriculture in other parts of the world.

From 1900 to 1914 the American farmer was adjusting himself to his new situation. The city dweller was beginning to realize that after all there might be something to this talk about the existence of an agrarian problem. "The high cost of living" brought it forcibly to the consumer's attention. Manufacturers and merchants learned to study agricultural conditions for indices by which to plan their own business operations. More agricultural news was finding space in the city dailies.

Effects of the War. The coming of the war in Europe retarded the progress which agriculture in America had made toward solving its problem, but it accelerated interest on the part of city newspapers in agricultural production. This interest became patriotic ardor after the entrance of America into the war. From 1914 to 1917 the allied nations turned to the American

farmer for their foodstuffs. The American farmer, tempted by wartime prices, abandoned balanced agriculture and returned to the ruinous one-crop plan. After 1917, feeding our soldiers and the soldiers of our allies became to him a patriotic duty. It was a prosperous period for the American farmer but it was destined to be ephemeral.

The period of prosperity closed with the immediate after-war readjustment. With the break in prices in 1920 farm prosperity disappeared. Urban industries and trade directly dependent upon farming felt the shock. Now, as never before in the history of the nation, did urban dwellers come to a realization of the interdependence of their welfare with the welfare of the agricultural producer. This realization found its way to the editorial rooms of American dailies through bankers, manufacturers, merchants, city workers, agricultural leaders, and farmers themselves. The years since the break in farm prices in 1920 have seen a remarkable growth in the number of agricultural departments in city dailies.

Farming Viewed as a Business. The tendency to view farming as a business has been influenced not only by factors mentioned in preceding paragraphs but also by at least four others: (1) Farm organizations, (2) the coöperative movement, (3) the United States Department of Agriculture and the land-grant colleges, and (4) the failure of legislation to ameliorate farm ills.

The early agricultural organizations were more social than economic in character. The Grange, the first recruit in the army of the "agrarian crusade," was modeled after the Masonic order. Early in its career, however, it entered business, finally sustaining heavy losses itself in a huge manufacturing enterprise after successfully organizing and operating retail and wholesale businesses as selling agencies for the benefit of its members. Later agricultural organizations have been social as well as economic in purpose.

These societies were pioneers in the coöperative movement. Successful coöperatives have, however, been carried on both inside and outside the older agricultural organizations. The coöperatives have taught their members certain elementary lessons in economics if they have not always succeeded in carrying out all their promises with reference to raising the farmer's economic position.

Published Facts Significant. Knowledge of supply and demand factors, as well as supply and demand in themselves, helps to determine what prices the producer will receive for his goods. Appreciation of this basic fact is becoming widespread among farmers. It is of vast importance to the city daily whose market page in the past has been of interest primarily to the demand side of the market. The business farmer of today reads the market page, and even though he does not always understand the trends its quotations portend, he at least understands that they are significant and he markets his products after a consideration of them according to his best lights. A daily published in an agricultural community which prints market quotations having special interest for the producer is sure to be widely read by farmers in the trade territory. It will hold added interest if an agricultural expert who understands what the quotations mean interprets them for the readers of the paper.

Trained workers of the United States Department of Agriculture gather market information for the benefit of the agricultural producer. Specialists at Washington, D. C., correlate, interpret, and prepare this material for publication. Departments of agricultural economics in the land-grant colleges have sprung up within the last 10 or 15 years. The personnel of these departments devote their time to investigation and teaching. These economists conduct studies of local problems, often in coöperation with federal workers. They also teach classes in agricultural economics.

Failure of legislation to benefit farming conditions has caused the farmer to give more attention to the study of economic factors which affect his business. In the early days of the agrarian crusade legislative relief was an important plank in the platform of agricultural organizations. It still receives more attention than is justified. Dr. W. M. Jardine, Secretary of Agriculture, estimated recently that only 10 per cent of the farmer's problems might be relieved by legislation, and placed the remaining 90 per cent of the burden upon the farmer himself, aided by such organizations as federal and state departments of agriculture, agricultural schools, and farm organizations.

The farmer, like his city brother, is a business man; therefore he is interested in all the news that bears upon his business. He wants the news complete and he wants it while it is still news.

The daily newspaper, rightly conducted, is of genuine service to him.

Urban-Rural Barriers Break Down. Modern invention, improved transportation facilities, and the extension of postoffice advantages have done away with much of the isolation of rural life. The motor car, good roads, the telephone, rural free delivery, and the parcel post have brought rural America to the threshold of the city, or more accurately, have broken down barriers between the town and country. Class differences have been swept away when the farmer and city dweller have become neighbors. If the farmer has been brought to the city gates, the city man has been transported to the farmer's great out-of-doors.

Financial Benefit to Dailies. All these conditions have combined to invite financial benefit to the daily newspaper that would cultivate the agricultural field. The rural free delivery was a special boon to newspapers in that it enabled them to reach a vast rural reading public but a few hours later than their city readers.

Expansion to the rural field has enabled daily newspapers to increase merchandising facilities for dealers. Formerly the dailies enabled dealers to reach only city readers. The dailies which emphasize rural news have been able to develop advertising accounts with concerns which sell exclusively to rural dwellers. A beginning has been made toward still further development — advertising the products of the farm to the city consumer. The potentialities of this last development afford a vista of far-reaching results.

What the Farm Reader Seeks. No other kind of publication is in a position to compete with the daily paper in the gathering and dissemination of the kind of current agricultural information for which it is ideally situated. The farmer looks to the daily for general news, sectional, national, and foreign, which has a bearing on his economic, social, or other welfare; for all kinds of news which herald tendencies likely to affect the price of his products; for news (much of it in the advertising columns) regarding the prices of commodities which the farmer and his family need; for news of local farm practices which interest him because of their nearness and the similarity of conditions under which they took place.

Individual News Problems. Every daily which attempts to

develop its rural field meets individual problems demanding specific local adjustments. No more can general rules be laid down for conducting the agricultural department than can general rules be prescribed for conducting any other department of local news. Probably this is even more evident of the rural field than of most other news fields. In general the news field of any particular industry, agriculture excepted, is similar whether that industry operate in West Virginia, Kansas, California, Maine, or elsewhere. It is conditioned more by the human element than by anything else.

Rural news, like news of other industries, is conditioned greatly by the human element. But it is conditioned also by three other elements — climate, soil, and the topography of the country. The agricultural editor must know the people and understand how they live, how they plan and work, and he must know the agriculture of his territory, for even within a given rural field various sociological and economic conditions and various types of people, soil, and even topography and climate may exist.

Kinds of News Fields. While this holds true for individual papers functioning in local fields, even in the handling of rural news certain conditions obtain for all papers falling within given groups. Daily newspapers which endeavor to develop the rural field are included within these general groups: (1) Newspapers serving a clientele of urban and rural dwellers whose interests are predominantly agricultural; (2) newspapers having important suburban and rural free delivery circulation as well as a large metropolitan circulation, the readers in neither group being wholly dominated by agricultural interests; (3) newspapers published in central agricultural markets, such as Chicago or Kansas City, where interest is divided among trade, agriculture, and other industries; and (4) newspapers published in less important agricultural markets, where interest is also divided among trade, agriculture, and other industries. Examples of cities included in the fourth classification are Toledo, Ohio, and Joplin, Mo. The daily of the country town may be said to have practically the same problems as the country weekly in covering its rural field. These problems are dealt with in the following chapter.

A Farmer's Newspaper. The newspaper serving a clientele of urban and rural dwellers whose interests are predominantly agricultural is a farmer's newspaper. Typical of this class of

publication are the Fargo (N. D.) *Forum*, the Topeka (Kansas) *Capital*, and the Des Moines (Iowa) *Register*. Newspapers falling within this group may or may not have on their staffs men who are designated "agricultural editors." Needless to say, most members of the editorial department of such newspapers are conversant with the agriculture and rural life of the region covered by their papers. This type of paper may or may not carry a farm page. Agricultural news occupies first place in the interests of its readers and as a consequence receives favorable position in all pages of every edition.

"The *Forum* believes that farm information is just as much news as murders or divorces and we play it that way," commented Mr. Lorne Wilde, agricultural editor of the Fargo *Forum*.

"We carry great quantities of farm information in our news columns, letting it rank as it rates alongside all other news. Almost every member of the *Forum* staff at one time or another writes considerable news which could go into a farm column if we had one but we have no special agricultural staff. The situation on the *Forum* is this: We are publishing a daily newspaper in a state whose one big business is farming, probably one of the most exclusively farming states in the country."

Mr. Wilde travels much of his time, getting the farmer's story on the farm. Benefits to the *Forum* from the special articles that have been carried on farming, in addition to increased reader interest, have come in the upbuilding of a good-will account among business interests within and outside the state which desire to keep informed concerning North Dakota conditions, says Mr. Wilde.

An example of Mr. Wilde's articles which appeared in a series on page 1 of the *Forum* in December, 1924, follows:

FLOOD OF MONEY POURING INTO BANKS OF WESTERN NORTH DAKOTA

**Bumper Crops and High Prices, Following Years of Balanced Farming
Efforts, Put Region On Solid, Substantial Basis**

No part of the Northwest has had a more prosperous year than the Missouri slope section of North Dakota.

It has been a year of bumper crops and these, with the high prices, coming on top of years of effort to re-establish the farming business

of the area by a more balanced farming system, have brought such an influx of new wealth that the banks are actually flooded with money.

This may sound like an exaggeration. It is the literal truth which the writer verified in a recent trip through the Missouri slope country, during which he visited every county west of the river, discussed the situation at length with many of the citizens there and had access to facts and information which proved that the banks throughout that entire section have so much money piling up that they hardly know what to do with it.

Almost every bank in that region has bought thousands of dollars' worth of bonds within the past few weeks — liberty and other government bonds, municipal bonds, industrial bonds and many other forms of gilt edged securities. It is nothing extraordinary for a small country bank to buy \$50,000 to \$100,000 worth of bonds.

From the extreme of depression into which this section was plunged a few years ago, along with the whole agricultural area of the nation, a period which brought bank failures and near panic, the Missouri slope has swung to the other extreme.

Today this whole area is on the most solid and substantial basis in its history.

But that is not the result of this one crop. That fact cannot be stressed too emphatically.

The Missouri slope is at the threshold of an area of tremendous expansion, of progress and development, not because it has harvested one bumper grain crop, but because its farming population has made the great discovery that theirs is a land of almost limitless agricultural possibilities. The slope country had re-established itself on a sound financial basis before this crop was harvested.

As a Red River valley farmer declared in a statement to the writer last fall, "The farmers of North Dakota have been forced into a system of farming which is bringing them vastly greater returns than were ever secured in the palmiest days of straight wheat or flax production." That is just as true of the slope as of any other part of the state.

Within the past five years the farmers of the Missouri slope have just really begun to get acquainted with their country. It should be kept in mind that practically this entire section has been changed from one great cattle range to a district of small farms, since 1900.

The great inflow of settlers came in the years between 1905 and 1910. Talk to almost any farmer west of the river, except in a few small areas surrounding the towns along the main line of the Northern Pacific, and a few other scattered points, and he will tell you that he came to the country since 1904.

Naturally it took some experimentation to discover just how to handle this new land, and naturally the first settlers plunged on wheat, flax and other small grains. Getting some bumper yields in the early years they jumped to the conclusion that they could go on with wheat and flax indefinitely.

Yes, it's the same old story. Nature had to deal out some pretty stiff jolts before slope farmers made the discovery that they should mix in some livestock and likewise some forage crops with their small grains.

During the process the thriftless slacker and the quitter were shaken out of the country and they are gone.

Don't make any mistake about that. The farmers who are farming in the Missouri slope today are the very pick and cream of the men who settled that country. They are the men who have adapted themselves to conditions, and they are being repaid a hundredfold.

Today the farmers in the slope country have found that they can raise corn, alfalfa, sweet clover, and other of the great forage crops with far greater certainty than they can raise wheat or flax, and they, almost without exception, are now building on that safe foundation.

On that foundation the writer found that some of the most successful and some of the most prosperous farming communities in the whole northwest have been reared. He visited scores of debt-free, prosperous farms, and he found them in every section of the slope—in Adams, Billings, Bowman, Dunn, Golden Valley, Grant, Hettinger, Mercer, Morton, Oliver, Sioux, Slope, and Stark counties.

There is one factor in the farming situation which is outstanding. Some of the most prosperous farmers in the slope country did not receive very large returns from small grain this year for the very good reason that they are raising very little wheat, flax, and other grain. These men are making their money from dairy cows, baby beef, sheep, hogs, turkeys, and other poultry—and they are making money.

There are hundreds of farmers all through the slope country who have accumulated property worth from \$25,000 to \$100,000 or more in the past 20 years and in almost every instance they began with nothing, or at the most a few hundred dollars.

Today these men are living in modern farm houses. Many of them have electric lights, running water, full basements with modern furnace heating plants. They have great barns and fine hen houses and hog barns, well-fenced fields and all in all a farm layout equal to the finest to be seen in any purely agricultural section of the country.

The writer visited and inspected any number of farms with buildings which cost \$10,000 or more.

Of course, in such a new country, there are many farmers who are

just getting a start in the business, who have not yet built up their farm buildings in this way. But this only proves the great opportunity of that section, where farm land may be bought from \$10 to \$30 an acre.

There are still sod houses and other sod buildings to be found throughout the slope country, and many sets of buildings which are small and cheap. The transition from the sod house to the fully modern home, however, is frequently made with almost magical swiftness.

In the opinion of the writer, the greatest asset which the slope country has today is the fine morale of the citizens there. They have put their country to the acid test and it has proved to be far more prolific than they ever dreamed it to be. They know it now, they know what it will do, how to make it do its best and they are thoroughly sold on it.

The proof of this is the fact that they are buying more of it. There is more land being bought this fall in the slope country than there has been for years, and the buyers are all local people. Many farmers are picking up an extra quarter to add to their holdings, or are buying a quarter or a half section for the boy.

The day the writer was in Dickinson, T. A. Tollefson of the First National Bank and Wilson Eyer of the Merchants National Bank both reported sales of three farms each—made that day—giving the names and descriptions of the land. Both of these men declared that they were having more inquiries for land this fall than they have ever had before.

And that statement was made to the writer by many bankers and real estate men throughout the slope country.

This land buying movement has just begun. But keep your eye on the slope country. It is going to have a marvelous expansion within the next decade.

That money that is piling up in the banks is not going to stay long in government or any other kind of bonds. It is going to be loaned to men who will use it to put buildings on new farms, to buy stock—especially dairy cows, sheep and hogs—and to build an agricultural section that will some day be as densely populated as any farming country of the nation.

There is a tremendous demand for land for rental purposes all through the slope country. Every available piece of land with any kind of a set of buildings on it is being snapped up by renters—and these renters will be buyers in a very few years.

Then there is the new generation coming on. The people who settled this country 20 years ago were young people, many of them newly married. Their children are just reaching years of maturity.

Thousands of new farm homes will be occupied by the boys and girls of the present farmers in the years immediately ahead.

News of the opportunities in western North Dakota is beginning to get back east. The writer heard of several instances where people living in the slope country were getting relatives, who were renting in Iowa, or Illinois or some other state in the east, interested in coming out to western North Dakota.

They will not find the knocking which was prevalent before the country went through the purging process and rid itself of the misfits, who came to the country for no other purpose than to take a homestead, make a "stake," and get out.

They will find, on the other hand, a people who are convinced that there is no section of America which offers greater opportunities to build a farm home than western North Dakota.

The Des Moines *Register* carries a weekly farm page and a daily farm column, the latter averaging about 22 column inches of news each issue. In addition to material appearing in the farm page and farm column, much "spot" news of an agricultural character finds preferred position on all pages. The bulk of the special agricultural news appearing in the *Register* is prepared by members of the staff or by correspondents. The correspondents are frequently reminded that, since half the people of Iowa are farming and the rest are farming indirectly, every effort to get farm news should be made.

"A farm column and a farm page need one justification," remarked Mr. Leon Brown, state editor of the *Register*. "Agriculture is Iowa's biggest industry. Should it be ignored in an Iowa newspaper? Certainly not."

The Topeka *Capital*, one of the Capper publications, employs no agricultural editor but frequently calls upon members of the Capper farm press staff to cover agricultural news events. Members of the *Capital* staff, moreover, specialize to a greater or less extent in agriculture. The *Capital* designates no special position for its general run of agricultural news although much of it appears in a section termed "Kansas News of General Interest." Agricultural news is the biggest news with the *Capital*. Hardly ever does an issue go to press without an agricultural news or feature article on page 1.

For the Suburban Farmer. A few daily newspapers published in cities which are but slightly affected by the welfare of

the rural dwellers within their trade territories find it profitable, nevertheless, to give attention to agriculture and rural life. The agricultural interests of the readers of such newspapers are limited ordinarily to dairying, poultry raising, and growing vegetables and small fruit. The suburban and rural reading public served by these newspapers forms a relatively small part of the total circulation of the papers but results from the farm page have warranted continuing it.

The Newark (N. J.) *Evening News* has published a farm column or farm page for the last 20 years. The original one column of space has been increased to an average of seven columns. Illustrations and a questions and answers department were added 10 years ago. All subjects of rural life and the agriculture of the field it covers are touched upon. The farm page appears every Saturday under the caption, "Points for the Consideration of Farmer and Gardener." Mr. John I. Sipp, agricultural editor of the *News*, was born on a farm, has operated a large market garden farm, is an agricultural college graduate, and has been a consulting agriculturist for 25 years. His page is distinctly an advice page. The *News* receives weekly as many as 200 letters, each containing from one to a dozen questions. All of the copy is prepared by the staff. The *News* stresses practical, timely material so clearly written that the inexperienced can understand and use the practices recommended. "We not only tell our readers what to do and how to do it, but give reasons for its accomplishment," says Mr. Sipp.

The Philadelphia *North American*,¹ which built up a successful farm department, published its agricultural material in a farm and garden section, a feature established 14 years ago by Mr. I. W. Williams. The section sometimes occupied seven pages to an issue and appeared twice a week, on Sunday and Thursday. The news bureau of the Pennsylvania State College supplied copy for the section. The *North American* devoted its farm pages to advice copy and general state and national agricultural news of a constructive nature. The story of individual achievement was ignored. In 1924 the farm and garden section carried more than 200,000 lines of advertising, all of it intended to make a special appeal to the suburban and rural reader in the Philadelphia trade territory.

¹ The *North American* was merged with the Philadelphia *Public Ledger* in May, 1925.

In Central Markets. Probably the greatest advance in the field of the agricultural department in daily papers has taken place in newspapers published in central agricultural markets where interest is divided among trade, agriculture, and other industries. A few of these papers have established weekly or semi-weekly editions which are really farm newspapers. Examples of newspapers of this type are the weekly or semiweekly editions of the *Kansas City Star* (the *Weekly Kansas City Star*), the *St. Louis Globe-Democrat* (the *Twice-A-Week Globe-Democrat*), the *Dallas News* (the *Semi-Weekly Farm News*), the *St. Paul Dispatch* (the *Farmer's Dispatch*), and the *Sacramento Bee* (*California Country Life*). An agricultural department has become a recognized unit of the organization of certain other daily newspapers similarly situated. These newspapers publish a farm page or sponsor regular features which appear usually in Sunday issues. The *Chicago Tribune* and the *Minneapolis Tribune* are examples of such papers. Other newspapers falling within this group—for example, the *Milwaukee Journal* and the *St. Louis Post-Dispatch*,—assemble farm news into pages which reach rural readers but “kill” these pages when city editions are made up. Still others devote special columns to agriculture weekly or oftener, as do the *New Orleans Times-Picayune* and the *Baltimore Sun*.

Some of the more enterprising newspapers with special agricultural editions or special departments have secured agricultural experts to develop the rural field. The *Kansas City Star* took Dr. Henry Jackson Waters from the presidency of the Kansas State Agricultural College to build up its weekly edition. Doctor Waters headed a staff of several newspaper workers who gave their entire time to the agricultural editions. The signed editorials of Doctor Waters proved an important factor in the success of the *Weekly Star*. Members of the *Weekly Star* staff are called upon frequently to cover agricultural events of a technical nature for the daily.

One of the most thorough agricultural departments in newspapers of this group was established by the *Minneapolis Tribune* in 1921. Mr. Charles F. Collisson is agricultural editor. He joined the *Tribune* staff after working on a farm paper for 12 years. He and an assistant write a page each for the Sunday edition besides covering agricultural news events for the daily.

“The object of the *Tribune's* campaign is very definite,” ex-

plained Mr. Collisson. "We hold to a certain interest rather closely. We are not trying to tell farmers how to farm or to instruct them in the details of agriculture. This is left to the strictly farm press, the college extension service, and the county agents. The *Tribune* is trying to interest not farmers so much as business men, leaders in their communities, to arouse them to promote and foster agricultural movements in which they can take the initiative and act as leaders. The publisher established the farm department as a regular feature to increase diversification and bring town and country together. It is as important a feature as movies, automobiles, theatrical, radio, sports, society, or other usual features."

A Fixture in Smaller Dailies. The daily farm page or column, supplemented in some cases with a special weekly page, has become a fixture in many newspapers published in less important agricultural markets where interest is divided among trade, agriculture, and other industries. A glance at two such pages will give some idea of their nature.

The agricultural department of the Toledo (Ohio) *News-Bee* was established to help agriculture during the war, when Mr. Fred W. Leu, the agricultural editor, handled it and two other jobs. The department has continued because of the demand for it. Mr. Leu now conducts a farm news bureau for Scripps-Howard papers in seven cities of Pennsylvania and Ohio. The *News-Bee* publishes daily one or two pages devoted to farm and markets. The pages appear only in rural editions. About 40 per cent of the readers of the *News-Bee* are farmers and about 60 per cent of its town and city readers are directly dependent upon agriculture. Local, state, and national agricultural developments are given practical emphasis. Market news forms an integral part of the *News-Bee* farm pages.

With reference to the farmer's interest in the daily paper, Mr. Leu writes ² :

"If there is one outstanding reason for his taking a daily paper it is the markets. In this field the daily newspaper has first call over any type of farm publication. If the farmer can get his farm news in a daily paper there is no reason why he should burden himself with half a dozen publications."

² "Vast Farm Wealth and Population Neglected by Larger Dailies," *Editor and Publisher*, June 28, 1924, p. 8.

To give tangible reason why the daily newspaper should concern itself with agriculture he recalled the fact that the wealth of the country is represented by \$78,000,000,000 invested in agriculture and but \$44,000,000,000 invested in manufacturing industries.

The Joplin (Mo.) *Globe's* farm department is one of its circulation strongholds. It helps to dispel the opinion that Joplin is exclusively a mining center and it draws much foreign advertising that otherwise would be secured with difficulty. About 40 per cent of the *Globe's* readers are farmers. Only 10 per cent of its town and city readers are directly dependent upon, and less than 10 per cent more are interested in or affected by, agricultural conditions. Yet the *Globe* publishes daily a two to three column section devoted to farm news and a farm page on Sunday. Mr. Gene M. Moses, editor of the farm department of the *Globe*, gathers and writes from 50 to 60 per cent of the local material, which consists of the experience of farmers in the district. The rest of the material is contributed by agricultural specialists familiar with conditions in the regions.

The Editor's Qualifications. Four desirable qualifications for an agricultural editor of a daily newspaper are (1) experience as a reporter on a daily newspaper, (2) knowledge of agriculture, (3) appreciation of the rural as well as the urban point of view, and (4) knowledge of the agricultural practices, and appreciation of the agricultural potentialities, of the region covered by the paper's circulation.

The emphasis on newspaper experience depends upon the sort of farm department the editor expects to conduct. If it be limited to advice on current agricultural practices newspaper experience will be of no further value than teaching the necessity of clearness and conciseness of expression. But if the agricultural editor covers the agricultural news of his field he must understand the technique of news gathering.

Technical knowledge of agriculture may be acquired in two ways. The better of these is a formal course in an agricultural college. The other way, studying technical works on agriculture, is more difficult but may in time achieve the same end. Whether the agricultural editor be college-trained or self-taught, he must continue his technical reading constantly if he is to keep up with the advance being made in scientific knowledge.

An appreciation of the rural point of view is largely an acquired trait. The person born and reared on a farm develops it unawares. The city-bred person may acquire it through association with farmers. The first method is natural, the second artificial. In application blanks for positions of agricultural leadership the question is nearly always asked, with some significance: Were you born on a farm? The country boy more readily becomes "citified" than the town boy "countrified."

To know the agricultural practices of a region and its agricultural potentialities it is necessary thoroughly to survey that region. Much can be learned from literature, such as publications of the United States Department of Agriculture and the state agricultural colleges. But actual contact also is necessary. The swivel-chair agricultural editor is no more likely to succeed than his brother, the office farmer. A light car is as necessary a part of the equipment of an agricultural editor as a typewriter.

Making the Page Attractive. Three matters concerned with the appearance of the agricultural page may be considered. They are (1) the name of the page, (2) illustrations, and (3) general makeup.

The Banner Head. Usually the name forms a banner head extending entirely across the page. It may be a stock head or it may contain some art work. If it is an engraving from an artist's drawing, simplicity should be the keynote. Crowding too much into the design or attempting too much in the nature of decoration detracts from the appearance of the title.

Local conditions will influence the editor in the selection of an appropriate title for the agricultural page. Emphasis may be on farming alone or on one or more aspects of agriculture and rural or suburban life, as gardening, the home, or marketing. A mere label without local significance should be avoided. "On Wisconsin Farms,"³ for instance, is much more attractive than merely "Farming." "Latest Agricultural and Market News"⁴ suggests timeliness. "Points for the Consideration of Farmer and Gardener"⁵ is specific and in more or less confidential, conversational tone. "Farming Business"⁶ contains an appeal to

³ The Milwaukee *Journal*.

⁴ The Toronto *Globe*.

⁵ The Newark *Evening News*.

⁶ The Mason City (Iowa) *Globe-Gazette and Times*.

the modern farmer. "The News-Bee Farm Magazine Page"⁷ connotes inclusion of all farming and rural interests. "The Grower's Department"⁸ invites the attention of a specialized group.

Illustrations Arrest Attention. Illustrations usually regarded as purely attention-getting are better adapted to the farm page than to any other department of the paper because a photograph of a farm scene or of a farm animal has definite significance and interest to the reader of the page even though the illustration may have no particular news interest. The agricultural editor therefore is allowed great latitude in the selection of the pictures he may use. He may wisely print illustrations depicting rural scenes and rural life solely on the merits of the beauty of the illustrations without considering their so-called human interest or news value.

He will of course not limit his selection of pictures to those which have merely beauty. Photographs of men, women, and children in the agricultural news of the week, of growing crops or products ready for the market, of flowers, vegetables, and gardens, of the effect of insect or disease upon plants, of farm animals whose performances or records deserve attention, constitute good copy for halftone engravings. Drawings which visualize a process or present a plan are used with excellent effect as zinc etchings in connection with stories telling how to perform some specific task.

Balance and Proportion in Makeup. It is possible to plan a page so that every story shall receive its proper emphasis, yet achieve an attractive arrangement. Perfect balance, in the sense of having units on the right half of the page exactly balanced against units on the left half, produces a studied effect. It is less pleasing to the eye than the page which succeeds in appearing unified in an easy, natural manner.

Proportion is a matter of type and illustrations in relation to white space. Crowding too much on a page produces a forbidding appearance. Allowing plenty of white space is a sure preventive of this condition. Few pages are too liberal with white space. The agricultural editor who has had little experience in makeup will find it worth while to study the makeup of feature

⁷ The Toledo (Ohio) *News-Bee*.

⁸ The Grand Junction (Colo.) *Sentinel*.

pages which are pleasing in appearance. The problem of makeup on the agricultural page is not dissimilar to the problem of makeup on any other page.

Mixing News and Comment. In their attitude toward their respective fields the agricultural editor and the sporting editor are alike. Each prints news, features, and editorial material, but to each is permitted license in mixing opinion with fact. A list of the more important kinds of material which appear on the farm page may, therefore, include such a miscellaneous assortment as (1) stories of the individual experiences of farmers, (2) articles of direct and indirect advice, (3) news stories, (4) editorial comment, (5) articles on home-making, (6) survey articles which may be a mixture of news, feature material, and editorial comment, (7) markets, (8) questions and answers, and (9) letters from readers.

Experience Stories Popular. The story of individual experience presents a narrative account of the success—sometimes, but infrequently, the story of failure—of a farmer in the territory covered by the newspaper. Because it is local and because the farm reader readily identifies himself with the hero of the story, this kind of material is in great demand. It is usually written by some member of the staff because correspondents seldom make a practice of visiting farmers for material. Such stories are more interesting if they recount success in spite of great difficulties.

Advice Articles. Advice articles by the agricultural editor or by specialists such as United States Department of Agriculture workers, agricultural college investigators, extension specialists, farm agents, home demonstration agents, teachers of vocational agriculture in high schools, agricultural leaders, and executives in industries allied with agriculture, may form the bone and tissue of the farm department. Such material is readily accessible but it should be selected judiciously to fit the needs of the local reader. Mediocre and fatuous advice comes cheap and the reader is quick to recognize it at its face value. Farmers are fed up on it. Moreover, even the best of advice becomes tiresome. A page may easily become one-sided by reason of containing too much advice. The farmer, as well as any one else, resents being continually told that he should do this and that. Indirect advice, that is, material which shows how the reader may profit by

following practices whose success has been demonstrated by other farmers, is less obnoxious than direct advice.

Farm News Stories. News stories of interest to agricultural readers but not of sufficient importance to justify a place in the general run of news on other pages of the newspaper naturally find their way to the agricultural page. Examples of such news are annual reports of agricultural societies, accounts of scientific development which have significance to farming, and detailed accounts of leading agricultural events. Stories of this type frequently are elaborated follow-up stories of news which already has been presented briefly in the newspaper.

Interpreting Farm News. The agricultural editor, being a specialist, will find occasion to comment frequently. His comment will reach a greater number of readers interested in his subject if it is printed on the agricultural page than if it appears on the editorial page. Some agricultural editors conduct editorial columns which appear regularly on the farm page in approximately the same position each issue. Such columns usually bear distinctive stock heads, such as "Over the Line Fence" in the Toledo (Ohio) *News-Bee*.

Articles on Home-Making. Articles on home-making range from the simple recipe to the stimulating account of home improvements. They may be experience articles, direct or indirect advice, or practical guidance articles.

Survey Articles. The survey type of article is a mixture of news, feature, and comment. The outlook and retrospect articles sent out periodically by the United States Department of Agriculture are of this type. Articles which record the impressions of a writer sent out to investigate conditions fall into the same category.

Market Reports. A valuable part of the agricultural page, not generally enough appreciated by agricultural editors, consists in market reports. This title, appearing regularly over a feature on the farm page of the Toronto *Globe*, tells its own story: "Prices of Farm Products at Principal Buying Points."

Questions and Answers. The question of one farmer at any given time of the year is almost sure to have occurred to many other farmers in the same territory. Therefore the answers to individual questions are read with great interest by many readers besides those who made the inquiries.

Letters Contain Timely Information. Letters from readers are of great interest for the same reason. In addition to the interest in the subject matter, which is timely and to the point, is the interest in the name of the writer. Each letter, too, is a kind of experience article. To maintain interest in letters from readers the editor must exercise considerable discrimination. Rural dwellers who find time to write letters to the newspapers are often better letter-writers than farmers.

QUESTIONS

1. What are the two principal purposes of the farm department in the daily newspaper?
2. Show how the farm department may perform a service for the rural dweller.
3. How may the daily newspaper develop advertising revenue by featuring agricultural news?
4. Trace recent developments of the agricultural department in the daily newspaper.
5. What general economic and social trends have influenced newspapers to develop the farm field?
6. What factors were influential in bringing about a realization of the interdependence of town and country?
7. What influences have caused farming to be viewed as a business?
8. How has the removal of the farmer's isolation affected interest in farm problems by the city dweller?
9. What information bearing upon his welfare does the rural dweller look for in the daily newspaper?
10. What are four varying influences which condition agricultural news in any locality?
11. Into what four groups may daily newspapers which have agricultural departments be divided?
12. What policy toward agricultural news does a newspaper published in a field dominated by agriculture pursue?
13. In what group of newspapers has the greatest advance in agricultural journalism been made?
14. Point out the various ways in which newspapers in this group have developed the agricultural field.
15. What qualifications should an agricultural editor on a daily newspaper possess?
16. What are three considerations to be noted in building an attractive farm page?

17. What conditions will influence the editor in the selection of a title for a farm page?
18. Why are illustrations of particular value to the farm page?
19. Name some of the more important kinds of material published on the farm page. Describe each briefly.
20. Why is the agricultural editor permitted latitude in mixing fact and comment?

ASSIGNMENTS

1. Clip from a single issue of a daily newspaper all the material which contains information having special interest for rural readers.
2. Compare in one issue of a daily newspaper the total column inches of material pertaining to agricultural and rural life with the total column inches of advertising whose appeal seems to be directed to suburban, village, and farm readers.
3. Gather clippings of articles (a) to illustrate the interdependence of town and country, (b) to illustrate the present tendency to view farming as a business.
4. Make a list of concrete cases of rural communities recently considered isolated but now brought within the trade territory of a city.
5. Study the contents of an issue of a city daily and prepare a report of the manner in which it handles matter relating to agriculture and rural life.
6. Clip an agricultural article or story which evidences a lack of adequate preparation on the part of the editor for handling such matter.
7. Study an agricultural page in a daily newspaper and prepare a criticism of it from the standpoint of its attractiveness.
8. Collect an example of each of the important kinds of material which appear in the farm page of a daily newspaper.
9. Write in news style an account of a successful farm practice which you have observed in your community.
10. Write for a farm page a column of comment on current agricultural practice.
11. Plan, assemble illustrations, and write an agricultural feature article for a Sunday page layout.
12. Select an appropriate and original name for a farm page adapted to the agricultural interests of your state.
13. Prepare for a daily newspaper published in your state an eight-column layout for a farm page covering the agricultural news of one week. Indicate the style and size of heads, the position of news stories, and the position of illustrations.
14. Familiarize yourself with the agriculture of the region included

in the trade territory of a given city, and cover that region from the point of view of its current agricultural condition with a series of five articles suited to the needs of a daily newspaper published in the city.

15. Outline briefly 10 rural home-making articles for the farm page of a daily.

16. Write and submit for publication in the nearest daily which devotes space to agricultural material (a) a local agricultural news story and (b) an agricultural feature article which, from a study of the newspaper, you regard as suited to its editorial requirements.

CHAPTER XIII

FARM COPY IN THE COMMUNITY NEWSPAPER

THE country weekly, like the small city daily which serves both town readers and readers who reside in surrounding rural districts, has found its logical field in the development of the local community. The interests of its readers, however varied they may be, are predominantly local. It cannot successfully compete with the metropolitan daily or with the magazine. Community building, a concept unknown to the country editor of a generation ago, is now generally accepted by successful publishers. The local paper is a community newspaper with all the implications contained in the name.

Serving Agricultural Communities. Community newspapers should make an effort to give their readers the news of what is usually the most important industry of the community, agriculture. The effectiveness of the community newspaper largely depends upon the effectiveness of this feature of its service. Examples of effective leadership on the part of newspapers revolutionizing the industry of a community are not hard to find. An intelligent, persistent concern in agriculture by the publisher, and the employment of judgment in the handling of matter employed to arouse farmer interest, are necessary. A Kansas publisher, Mr. George W. Marble of the Fort Scott *Tribune-Monitor*, who is credited with having been a leading influence in stimulating dairying in the region served by his paper, thus saving the town and surrounding country from economic stagnation, says:

"Our interest in agriculture sprang out of a realization that in this agricultural community, if the farmer did not prosper, the town could not, and we set about to see if there was any possibility of a change in the method by which the farmer might earn enough money to paint his house and repair it, to keep his implements out of the weather, to educate his children and give his wife some of the advantages of life; to pay his taxes and pay his

debts. We could not do this by giving him advice, but only by creating a news interest in the subjects relating to farm conditions. Everything was handled in a way to make it news to the farmer—something he would read through. We reached him by indirection. That is our policy. It is impracticable except when the situation appeals to the soul of the newspaper and exacts the continued interest of the publisher.”

Farm News Sources. Editors of community newspapers which have specialized in farm news declare that once the policy is well established the news is easily obtained. Three general sources of farm news are (1) the farmers themselves, (2) local agricultural leaders and town centers frequented by farmers, and (3) country correspondents. The material is gathered by the editor of the newspaper, by the agricultural editor, by reporters, and by correspondents. The small community newspaper usually has neither an agricultural editor nor reporters. The task of gathering farm news then devolves upon the editor and his country correspondents.

Gathering Farm News. On community newspapers which employ reporters one of two general news policies may be followed. In most cases all reporters are explicitly instructed to look for farm news on all news runs. In some cases one reporter becomes a specialist in farm news and himself writes most of the agricultural copy. This specialized reporter may be given the title of “agricultural editor,” but as such he is more a reporter than a desk man. In recent years schools and departments of journalism in agricultural colleges have supplied newspapers with graduates whose training has been especially planned to equip them to become agricultural editors. It is likely that an increasing number of graduates in journalism from these colleges will find their way to staffs of community newspapers as this phase of the local field further develops.

Farm News From Town Sources. In every town there are several sources for reliable farm news. While news thus obtained is second-hand, it does not need to appear so in the reporter’s copy. Of all the town sources, probably the county agent is the best. Some county farm bureaus, as for example that of Stephenson County, Illinois, edit a farm page in the local newspaper. The wide-awake agricultural agent develops, in the round of his duties each week, local stories of progressive farm-

ing, similar to the following from the Whiteside (Illinois) *Farmer*:

L. A. Church & Son of Montmorency Township, well-known breeders of Poland China hogs, have 117 March pigs that were raised according to latest methods of swine sanitation. Before the pigs were born the big central hog house and cement feeding floors were thoroughly cleaned and disinfected. The sows were given a good sanitary bath and placed in the clean hog house.

The sows and pigs were not let off the cement floor until the pigs were old enough to take to a pasture. Clean, individual hog houses were provided as new sleeping quarters. These houses were placed in a new field of alfalfa.

Last week the pigs were brought back to the hog house where they have the run of a clean yard and a fresh alfalfa patch. There is not a runt pig in the entire herd. The 117 will average 150 pounds while the largest pigs weigh 170 pounds.

The owners were bothered considerably with mixed infection a few years ago. This is the second year they have practiced rigid swine sanitation. The results last year were equally gratifying.

During a year's experiment of stressing agricultural news, the Kingman (Kansas) *Journal* gave publicity to high egg records in a group of flocks whose owners were working toward certification. In the last month of the year the state poultry specialist went to the county to examine the flocks. Fourteen were ready for the tests. The *Journal* man accompanied the county agent and the specialist on the first day's trip when four of the flocks were examined. Out of the fourteen flocks four received "A" grades. In many Kansas counties a majority of the flocks were getting "B" grades, and some as low as "C" and "D." The *Journal* thus shared with the agricultural agent and the farmers of the community the local honors. During the same year this newspaper gave prominence to purebred herds in the community and to boys' and girls' club work. In short, it "played up" the program for better agriculture sponsored by the farm bureau because this copy furnished the best community news in its field.

Another source of great value is the teacher of vocational agriculture in the high school. The Winfield (Kansas) *Courier* developed an agricultural page sponsored by the vocational teacher of the town. Copy was prepared by the students of the high school, and was published under their names. The page

met with great success because the material was local, treated subjects of vast importance to the readers of the paper, and was prepared by persons known to the readers.

The home demonstration agent should be seen frequently by reporters. Her head is filled with information useful to the readers of the paper. A certain Missouri couple had desired hot and cold water in their house. A demonstration showed it could be had for \$65. The couple got it. That farmer had been a reader of the community newspaper all the 20 years he and his wife had carried water in buckets, but the editor did not know such an outfit could be installed for that amount. It is the business of the home demonstration agent to know these things. When her knowledge is applied locally the best kind of community news has broken.

Other Town Sources. That other federal and state agricultural worker, the boys' and girls' club leader, works with the most interesting and valuable product of the community, the young people. Accounts of club work provide excellent copy. Other sources for agricultural news are the local banker, the store owner, the elevator operator, the country produce man, the country doctor, county officials, and officers of the agricultural societies. Local market quotations, although sometimes the occasion for complaints by readers who failed to sell before a break, afford an undeniable service to producers of farm products. Persons who come into contact with farmers are usually glad to be of service to them through the newspaper. They will have to be instructed as to what is wanted but once trained to collect current information they become valuable news-gathering assets.

Report the Whole Story. The reporter who is unacquainted with farm interests works under a handicap in covering farm news. The following item, obviously written by a reporter ignorant of his subject, included only one of at least six important facts which should have been mentioned—the breed of the cattle, their average weight, their price per hundredweight, the number of car loads shipped, the number of head in the shipment, and the sex of the animals, as well as the one fact included in the item, that the cattle topped the market.

M. J. Pollock topped the Omaha market with a shipment of cattle last Saturday. Mr. Pollock and his son Jim went with the livestock to Omaha. They visited the *Democrat* man on their return from

Omaha and proudly exhibited the original check for the full amount the animals brought. While in Omaha they visited the Paul Shipman family, formerly of Shelbyville.

Another point that might have been included, though less important than those already mentioned, was the manner in which the animals were prepared for market, grass-fed or "roughed through," and the number of days they were fed. Local shippers would be somewhat interested to learn the name of the buyer and the name of the commission firm to which the cattle were consigned. If it happened to be the highest price paid during the month or during the year, the fact should be mentioned.

Farmers Bring News. With the establishment of a local agricultural news policy an assured fact, farmers themselves will come to the newspaper office with stories of local achievement. While this source may not be depended upon entirely to cover the farm news field it will greatly augment the material, at the same time giving evidence of local good-will which has been created.

Correspondents Must be Instructed. Correspondents in the various country districts of the community should be instructed to be alert to agricultural developments in their territories. The country publisher can well afford to pay a premium for constructive news reported by correspondents. Most correspondents will have to be shown what is wanted. A list of possible farm stories, such as the following, which may develop in any community could be sent to correspondents with instructions to report the details of each:

The condition of local crops.

Unusual yields and how accomplished.

New construction of any kind.

Results of special variety tests conducted by local farmers.

Successful, or in any way helpful, experiences of local farmers in feeding livestock, with details.

New or in any way interesting uses of electricity or other farm power locally.

Preparations being made for local community fairs, and reports of them after they have been held.

Exhibits planned by local farmers for state, sectional, or national fairs, and winnings by local farmers at such fairs.

Concrete accomplishments of local organizations, as coöperative

selling, coöperative farm work, home demonstration or club work, community building of any kind, cow-testing association work.

Diseases or insects affecting farm animals or crops and their control locally.

New crops being grown in the community, with results.

Reports of recreational or religious activities, more fully treated than the ordinary mention of church services or local picnics.

The weather, giving full accounts of rainfall when it is a matter of news as it is in regions subject to drouth, of storms, hail, or snow if they affect in any way local agriculture or farm life.

Successful or in any way valuable marketing experiences by local farmers.

Especially commended farm practices by local farmers, such as early plowing for wheat to combat Hessian fly, poultry culling, rotation, diversification, keeping farm accounts.

More than 100 weekly letters from country correspondents published in community newspapers of the Middle West during July, 1925, contained only 10 fairly commendable farm items. The columns contained hundreds of names of local farmers, but the items in nine cases out of 10 recounted the most trivial and unimportant kinds of events, a large proportion of which were visits—somebody going some place, or returning home. The 10 agricultural items culled from more than 1,000 country items read, follow:

Jim Davidson's wheat made 30 bushels and his oats 80 bushels.

A much needed rain fell in this locality Monday evening but the accompanying wind did much damage. At W. J. Brookover's place it became a small tornado. His silo was wrecked, many beautiful trees destroyed and corn laid low. Other damage to date includes barn roof and henhouse roofs blown off.

Some of the farmers out this way have been threshing oats, and, although there is very little straw, the yield of oats is better than expected. One man got 28 loads of grain out of 27 loads of bundles. Another man threshed a load of bundles and got 52 bushels. One farmer expects 30 bushels to the acre and if he gets it, that's no failure.

Beginning Wednesday, July 1, Woodbine will get mail by Star Route from Enterprise via Pearl at 8:15 o'clock each morning except Sunday, in addition to the regular train service.

George Dolan and John Gronewald shelled and marketed 3,000 bushels of yellow corn Monday, for which they received \$1 per bushel.

Last week Samuel Neff purchased Mrs. Barbara Smith's farm in Banner township. The quarter is short the right of way of the Santa Fe railroad. The consideration was \$3,100.

Fred Frost from the Wilson district has rented the wheat ground on Mrs. Mary Novak's farm for the next year and he is plowing for wheat with a tractor which he recently purchased.

Arnold Kieckhoefer lost three steers by lightning on Thursday night, June 25. Mr. Kieckhoefer had his stock insured in the Farmer's Mutual and his claim was promptly adjusted, through the company's representative, W. P. Randall.

On Friday, July 3, in the city hall will be held the vote on the \$25,000 bond issue necessary to be issued to remodel the present school-building to accommodate the rural high school.

John Gillette recently purchased the N. W. Elliott 80-acre farm southwest of town for \$11,000 and will move to it next spring.

Surveying Agricultural Resources. To be thoroughly efficient in its field the community newspaper should make a thorough survey of the agricultural resources of the community. One editor¹ states that when he first started in the newspaper business, for three days or more each week during the whole of the first year, he traveled by sleigh in winter and carriage in summer and visited every country home to secure subscribers. He took notes of improvements and improved stock and published in his paper all the information he could secure. Were he to begin again publishing a country paper, he would, he states, make exact charts of the country to be covered by the paper, marking thereon the position of every farmhouse, school, church, and highway. He would know something of the character and adaptability of every farm and what every farmer was doing or trying to do in the way of cultivation, conservation, and improvement. He would, further, have the charts mounted and indexed and, as far as practicable, displayed on the walls of the office.

Survey for Special Edition. The special agricultural edition of the community newspaper achieves in effect what this editor

¹ Mr. B. S. Herbert, of the *National Printer-Journalist*.

suggests. It will fail to include, possibly, the less worthy examples of farming operation, for after all it is the farms and farmers whose operations are worthy of imitation which provide the kind of agricultural news that the community newspaper will want to emphasize. An example of such an edition was a 68-page supplement to the *Tiller and Toiler*, Larned, Kansas, profusely illustrated with engravings from photographs of farm scenes in the county, printed on book paper, and containing a complete survey of the agricultural and rural life of the community. Local advertising assured the financial success of the enterprise. Mr. Leslie E. Wallace, the publisher, allowed the farms, the farm homes, the schools, and good roads of Pawnee county to tell their own story. He was content with one editorial word, an introductory statement:

THE FIFTH HORSEMAN

This diversified farming edition is issued in the hope that it will stimulate diversified farming in Pawnee County. It is not its purpose to make any pretense of teaching anybody anything he does not already know. Neither is it the design of the edition to pretend that this is not primarily a wheat country. But it is hoped that by vividly illustrating in this magazine the possibilities of diversified farming, as exemplified by those who already have engaged in it, others may be inspired to increase their activities in the direction of diversification. The edition is dedicated to a more permanent and stable prosperity, a year-in and year-out return to the farmer. Pawnee County already has demonstrated the soundness of this method of agriculture. It has been demonstrated in numerous localities in many states. The county already has taken the lead among western Kansas counties in this respect, and the *Tiller and Toiler* believes that if diversification should be generally followed in Pawnee County, most of the ills which beset farming hereabouts would be remedied.

Pawnee County more than once has made a record as a banner wheat county. Its supremacy in wheat is a matter of record. But sometimes the four horsemen of the plains—Drought, Hail, Insect Pests, and Low Prices—ride through the promising wheat fields of western Kansas. A fifth horseman, Diversification, booted and spurred, stands ready to ride down the raiders of the wheat fields.

An example of one of the articles in the edition follows. It was illustrated with four halftones showing cattle raised on the

farm, the farmstead, a portable electric motor at work, and a field of alfalfa.

OF 993 ACRES ONLY 300 ACRES IN WHEAT

One of the best examples of diversified farming in Pawnee County may be found at the big farm of John Lewis southwest of Larned. Registered polled Hereford cattle and alfalfa are the outstanding features of this ideal Pawnee County farm. At this time there are 400 head of fine registered Herefords on this farm. The herd bulls are Beau Domino, Pawnee Rollo, Mossy Pride the Eleventh, and Ormond Beau.

John Lewis has been in the polled Hereford business here since 1910, when he came from Illinois. His fine animals are shipped to most of the states of the union. They have been shipped from Alfalfa Lawn Farm, as the farm is known, as far east as Virginia, and as far west as California, and they may be found in Texas, New Mexico, Arizona, and other states, and a few years ago he shipped from his farm two bulls to Uruguay, South America. Buyers came from South America and selected animals from his splendid herd.

In the home at Alfalfa Lawn Farm there are 993 acres in a body, and the land is as good as lies out-of-doors. It is situated in the valley between the Pawnee and Arkansas rivers. In addition a part of the farm comprises a ranch in Ness County, containing 2240 acres, which is used for pasture for the Alfalfa Lawn Farm Herefords.

John Lewis always has been a diversified farmer. Personally he sows about 40 acres of wheat each year, which he uses for pasture in the fall and winter. Additional land rented to tenants by him brings the wheat acreage on Alfalfa Lawn Farm up to approximately 300 acres annually. Wonderful alfalfa fields are a great asset of this farm, and an outstanding feature. There are 300 acres of these. Of corn and kafir he has about 150 acres annually on his land. One hundred sixty acres are devoted to pasture on the home place. Two silos, with a capacity of 500 tons of ensilage, are a part of the farm equipment. One of these is on the home place, and has a capacity of 300 tons. Some of the alfalfa land he rents, and obtains one-half the yield. Some of his row crops are farmed by tenants. Practically all the alfalfa is used in feeding. It goes into the stock. There is a modern alfalfa mill on the farm, where the coarse hay is ground. This mill is run by electric current, supplied by the transmission line of the United Power & Light corporation, which runs past his farm. A 30-horsepower portable electric motor is used for power for this mill, and also for filling silos and other farm work.

The house is electrically equipped, one of the most modern farm homes in Kansas—electric refrigerating machine, electric range, electric irons, and other electrical conveniences. There are no hogs on the farm to speak of, a few for butchering. Alfalfa and cattle form the chief plans and specifications for the operation of Alfalfa Lawn Farm.

"I don't believe this good sugar beet and alfalfa land in these valleys is appreciated," Mr. Lewis says. "The time will come when it will be worth more money, much more money. Wheat is all right—some wheat—but a man should not depend on wheat alone. The fertility of the land must be maintained, and this cannot be accomplished if it is continually wheated." This from a man who has transformed his ideas into workable realities, and whose obviously successful farming operations are a monument to the soundness of his methods.

Local Interests First. A survey of the interests of the readers in a given community is sure to convince an editor of the value of the local feature. Mr. Harry B. Potter, publisher of the Marshall (Illinois) *Herald*, conducted in 1925 such a survey among 250 of the readers of his paper. A tabulation of the vote follows:

	<i>Per Cent of Readers Interested</i>
County News	100
Court House News	89
Country Correspondence	85
Local Items	78
Personals	75
In Days Gone By	66
Agricultural Information	63
Editorials	60
Springfield News	59
Asked and Answered	54
High School News	47
Farm Bureau Information	44
Cartoons	43
News in Pictures	41
Farming and Finance	37
Washington Accounts	36
Business Weather	22
Serial Stories	21
Household Items	17

Fashions	10
Bed Time Stories	9
Short Fiction	7
Cross Word Puzzle	3

Looking Beyond the Community. Without doubt the local agricultural field deserves most emphasis by the community newspaper. But the publisher who closes his eyes to agricultural development outside the community will fail in his function as a leader. If he is to exert an influence for better agriculture at home he must know, and inform his readers, what is going on outside his own community front yard. Mr. George W. Marble, previously mentioned, could not have conducted an effective campaign for dairying in the vicinity of Fort Scott, Kansas, had he not studied the dairy industry in Wisconsin and elsewhere. The entire state of Kansas owes its place in agriculture largely to the fact that it has imported from Asia, Africa, and Europe, and has adapted to local climate, soil, and topography, practically every one of its important crops.

The editor of the community newspaper should read all the foreign agricultural copy which comes to his desk, but he should read it intelligently. Much of it is worse than useless because it describes practices which ought not to be adopted locally. On the other hand, the editor cannot afford to miss something tried elsewhere which would be useful to his own readers. The United States Department of Agriculture, most of the state agricultural colleges, some of the agricultural organizations, and a few of the large agricultural manufacturers and wholesalers maintain news bureaus which send free copy to the newspapers. This copy should not be condemned solely because it is free. Much of it contains valuable information in a form suitable for publication in the community newspaper. The only other means of acquiring this information is by reading bulletins, textbooks, and farm papers. Relatively few farmers have either time or inclination to acquire this information from textbooks or bulletins or to apply it to specific local conditions. The farm papers, because of their general circulation, cannot localize it.

Displaying Agricultural Material. How agricultural material should be displayed in the community newspaper is a subject of sharp difference of opinion. Some editors hold that it

ought to be published with the run of news, its own importance, value, interest, or significance determining its position. Others prefer to departmentalize it.

With the Run of News. Those who prefer to publish it with the run of news maintain that departmentalizing it tends to give it the suggestion of propaganda. They see news in things that happen on the farm, in the amount of the farmer's milk check or the price he gets for pure seed, and they try to interest his neighbors by publishing these accounts. They ride the hobby with discretion to avoid making it tiresome or stereotyped. They feel that there is too much stuff printed as propaganda or to make it appear that the newspaper is interested in the farmer, and that such a tendency hurts instead of helping. Handling farm news with other copy, they feel, develops newspaper interest that is intelligent and constructive. Editors who support this point of view will occasionally supplement the run of news with editorial comment. They may even permit the agricultural agent, the home demonstration agent, the vocational teacher, or the boys' and girls' club leader to conduct a weekly column. But only to this extent is departmentalizing permitted.

The Departmental Method. Those who favor the departmental method of displaying agricultural news feel that placing it in a definite page below a streamer head gives it an added emphasis which it justly deserves. Such a practice, they believe, is doing no more for the leading industrial interest of the community than most dailies do for such interests as sports, the stock market, and society. Much of the material devoted to agriculture and rural life interests only one class of readers — those who live on farms. Grouping it on a page set aside exclusively for agricultural matter serves the double purpose of directing the attention of those who are interested and of labeling it plainly for those who are not. Thus it saves time for both classes of readers. Moreover, setting aside such a page may give the paper added prestige among rural readers.

Publishers representing each group have successfully carried out a policy of emphasizing community agricultural news. The fact that the separate page plan has more adherents suggests that it may be more efficient. Certainly, however, the farm page which is merely the dumping ground for "canned" copy, propaganda, and locally untried advice were better left out of the paper.

The farm page which is thoughtfully written and edited, which suits itself to local conditions, which is backed by the editorial policy of the paper, and which can give up a story to be displayed on the front page if the story justifies such position, cannot fail to be of value to the community and to the paper.

The Value of Farm News. Reference has already been made to the benefit derived by the community from a newspaper's policy of featuring the agricultural community. The newspaper, even though it receives no direct benefit from such a policy, will surely gain from the general benefit to the community. Town prosperity is directly dependent upon agricultural prosperity in a community whose leading industry is farming. The newspaper's prosperity is dependent upon the prosperity of the community's advertisers. If the newspaper increases the wealth of the community the business of the newspaper will surely increase.

Making Farm News from Advertising. A few suggestions for a closer tieup between the business office of the newspaper and the editorial department are contained in the following remarks by Mr. E. B. Chapman of the *Weekly Kansas City Star*:

Seasonable materials and repairs provide opportunity. Take blacksmithing. In the late winter months the blacksmith often is idle most of the time. Then one day the sun shines and every farmer takes his plow to the shop. The blacksmith can't do the work. The farmer loses time. A talk with the blacksmith, a story about the need for spring repairs that will come with a rush soon, half a page of advertising from the various shops and editor, blacksmith, and farmer would be benefited. The same thing is true of mower and binder repairs.

Who has the best kept fence along the road? What does it cost him? Why does he have it? A dozen lines about it will make one farmer a friend for life, cause comment among all who know him about the paper, and awaken in some readers a desire for a better kept fence. What about shade in the pasture? Does it pay? Can it be grown? What kind of trees are best suited? There are a thousand such items. Nursery companies might be interested. Thus it would help the editor as well as the farmer.

How often does the farmer shave? Any oftener than formerly? Does he wear better or as good clothing? Does he "dress up" to come to town. Merchants and farmers should be consulted. The merchant ought to fall for a "dress up" ad. The corner drug store might put in a bunch of safety razors that can be obtained at a bargain. The story should bring an ad. that would sell the razors and a step

toward overcoming one of the besetting sins of the farm, slovenliness, would be taken.

Comparatively few farmers know that, for the asking, they can get enough extension workers from the college to provide a speaking program more instructive than the average lyceum course if not as diverting. It is partly the fault of their country paper.

The country editor can make healthier country children by getting the doctors of the town to contribute a series of articles on health, the individual physicians dealing with the subjects they like best. These should deal with only the simplest health rules. While they may be suspicious of the so-called health experts, the farmers know the local doctors.

Right now there is a good deal of talk about the farm woman's work. How about power washing and ironing machines? They cost money but so do cultivators, disks, and other implements. In the time saved in 20 years how much will they add to the farm woman's life? Get discussions with local people from the minister down. And the advertisers will do their share. That may sound more like helping the editor than the farmer, but anything that betters the standard of living in the country helps the farmer and his family.

These are only isolated instances. The editor must be a man of ideas or he wouldn't be an editor. One idea will bring another. It won't do to preach to the farmer. Too many are doing that now. But by local discussions along certain lines much may be accomplished. Merchants will help.

The average farm child doesn't get enough of the right kind of food in all too many cases. Why not have a local nurse or some one interested, but some local person, fix up the right kind of a summer and winter program for the stomach—and let the merchants advertise the kind of food they have that is on the list. [Why not cooperate with the country minister or the home demonstrator in an effort to make the farmer proud of his wife because she is attractive rather than because of the work she can do?

If the editor has a sincere desire to help the farmer, instead of helping the business man in the town get the farmer's money, the opportunities to do so will come thick and fast—if the editor studies the farmers as he will study his advertisers.

Advertising by Farmers. The community newspaper should study the local consuming market with the idea of stimulating farmers to advertise. The field of farmer advertising has potentialities which, except in a few isolated instances, have been but slightly exploited. Such organized groups as the growers of fruit

in California and Florida, of Texas pecans, of Rocky Ford cantaloupes, and of apples in the Northwest have spent large sums on advertising in the great consuming centers and in magazine advertising, but not much locally.

When more farmers and farm organizations advertise — and there is every reason to expect it as a step in the near future — they will probably turn to metropolitan centers. But if they study their market carefully, the farmer-advertisers will discover that they can save a costly service charge, transportation, by disposing of more of their products locally. Advertising in the community newspaper will help farmers bring this about. Not more than 10 per cent of the farmers in New York ever directly employ printer's ink to help sell their products, according to a study conducted at Cornell University. The proportion probably is smaller in regions of the country where a more extensive type of agriculture is practiced. An example of local advertising is that of the farmer who finds he has too many heifers for his barn to accommodate. Obviously his next move is to let neighboring farmers know what he has for sale. Some of them may be looking for chances to build up good herds. An advertisement in the community newspaper may move them at purebred prices. Without a local outlet the farmer is at the mercy of the buyer who purchases at veal prices and must make deductions for shipping and other charges.

Advertising is a specialized art and it is too much to expect the farmer to employ it without the aid of the publisher. The local field should be studied intensively by the publisher for opportunities to serve farmers through advertising. The community publisher solicits town merchants and helps them give publicity to salable products by suggesting what ought to be advertised, and how. The publisher of the community newspaper might profitably extend this service to farm producers.

QUESTIONS

1. What news field is the community newspaper best qualified to cover?
2. What reason may be advanced for a community newspaper's emphasizing farm news?
3. Name the sources of farm news that may be used by the community newspaper.

4. How is farm news gathered by the community newspaper?
5. Show how town farm news sources may be developed.
6. What suggestions may be offered to country correspondents to stimulate interest in farm news?
7. What subjects may be included in an agricultural survey of a community?
8. Why should the editor of the community newspaper keep informed regarding agricultural developments outside his own local field?
9. What determines the use in the community newspaper of agricultural copy not derived from local sources?
10. What two theories exist as to the best manner of displaying community agricultural news?
11. Present the arguments advanced by proponents of each theory.
12. How does a sound agricultural news policy benefit the community newspaper (a) directly and (b) indirectly?

ASSIGNMENTS

1. Classify according to interests all "home print" text in an issue of a community newspaper and compare the space devoted to each interest.
2. Write a column of farm items gathered in a given local community.
3. Assemble all local farm stories printed in a single issue of a community newspaper and determine the probable source of each. Compare (a) the amount which seems to have been obtained from town sources with (b) the amount which seems to have been obtained from country sources.
4. Plan for your home community newspaper an agricultural survey of your county.
5. Cover the county agent's office and write all the news obtained.
6. From a representative list of subscribers to a community newspaper conduct a survey to determine the popularity of various features carried regularly by the publication.
7. On successive days call upon a merchant or banker who has a wide acquaintance. On the first day ask him the question, Have you any news about local farms or farmers today? On the second day ask him six or more suggestive questions for farm news. Write the news obtained and compare the number of words from each day's run.
8. Clip a farm news story which inadequately covers the facts of the story. Gather the missing facts and rewrite the story.
9. Select from a batch of free copy relating to agriculture, stories which would be suitable for publication in an issue of your home

community newspaper. Submit both accepted and rejected copy and be prepared to give reasons for your news judgment.

10. Study representative issues of two community newspapers known to have developed a successful agricultural news policy, the one by departmentalizing its agricultural material, the other by displaying it with the run of news. Note the good and bad points of each and report on the comparative effectiveness of the two methods.

11. Clip from the advertising columns of five community newspapers all advertisements of farm products. Note the number of column inches devoted to farm advertising and compare the amount of space with the total advertising space in each issue. Report on the probable effectiveness of each farm ad. and give reasons.

12. Ask six farmers of your community to give you all the news of the neighborhood they know. Do not mention the fact that you are especially interested in farm news. Write only the farm news obtained. Repeat the experiment with a different set of six farmers, this time mentioning farm news.

CHAPTER XIV

THE FARM PAPER'S POLICY

THE farm paper is not an endowed institution. It can exist only when it can obtain enough advertising. It can get this advertising only when it has enough readers who care sufficiently for the paper to pay out their money for it.

At the same time, any farm paper that deserves to exist is anxious to do its best for farming and the farmer. It wants to make farming more profitable financially, intellectually, and spiritually. It wants to improve the condition of the farmer and his family in every possible way.

It is a well-known fact that people do not always care most for those who are trying to be useful, and the farmer is no exception to this rule. The farm journal, therefore, has, if it is conscientious, the double problem of pleasing the farmer and helping him. It is useless to try to help the farmer unless he will coöperate, and he cannot well coöperate with you unless he reads what you say. The same problem is faced by other publications, as well as by farm journals.

Solving the Problem. The only possible solution, it usually is held, is a compromise: Give the reader, in general, what he wants, but make it a little better, a little more advanced, than he demands. In this way the paper is able to raise its reader's standards, while at the same time it does not get so far ahead of the reader that he loses sight of it.

The sound, strong paper, however, does not hesitate to go directly contrary to the opinion of the majority of its readers if important issues are at stake. Yet it always attempts to convince its readers of the truth of its position. It is often possible for a strong paper completely to change the dominant opinion of its readers.

Consider the Actual Reader. In fixing the general policies of a farm paper, the actual reader of that paper is always considered. If it is a new paper which is to be started, the publishers determine in advance to what type of reader they wish to appeal.

If the paper is already in existence, any discussion of its policy assumes the type of reader that the publication is known to interest. Letters to the editors, reports of subscription solicitors, perhaps an actual survey of a considerable number of the subscribers, reveal the reader. His means, his education, the kind of agriculture that he practices, his social life, the part of the country in which he lives — these and many other factors are to be considered in arriving at the mental attitude of the average reader.

Formulating the editorial policy of a paper involves deciding not only what matters shall be treated, but also in what way they shall be treated. To take a simple example, it is useless to discuss cotton culture in a paper intended for circulation principally in the North, or to treat livestock breeding in an elementary manner in a publication that goes to raisers of purebred cattle.

The Calendar. The successfully edited farm journal, in deciding upon subject matter, prepares an annual calendar for use in the office. It is arranged usually by months, sometimes by weeks if the paper is published weekly. In this calendar appear the principal subjects which it has been decided in advance must be treated; they are placed under the respective months in which they should be taken up. They are subjects which are of great importance every year to the farmers who read the paper.

In some cases only a brief article, in the nature of a reminder to the farmer, is necessary. Most farmers in the corn belt need no instruction as to raising corn, but every paper published in this region knows that they need reminders. A unique reminder was published some time ago by *Successful Farming*:

A QUESTIONNAIRE

Addressee: Mr. Corn Producer, Cornlands, Many States, U. S. A.

Penalty: Failure to answer these questions on or prior to June 1 will result in the loss of thousands of bushels of corn.

Acreage: How many acres do you intend to plant?

Condition of Soil: Is your corn land maximum in fertility? If not, what are your plans for bringing it into such condition? Have you applied all the local fertilizer available? If not, why? (Addressee will answer this question only after a rigid inspection of his farm and not from memory alone.)

Preparation of the Soil: Has any fodder or straw been burned on

lands intended for corn? If so, explain why it was thus destroyed. Does Addressee own a stalk cutter or a disk? If so, does he use it in reducing the stalks of the previous season's crop?

Making the Plant Bed: Was the field plowed to a uniform depth of six inches? Was the surface of the soil disked or harrowed lightly before the same was plowed? Was the soil harrowed within twenty-four hours after plowing to conserve the moisture and to reduce the clods before they bake? Was great diligence observed to insure no "cutting and covering"?

Selection of Seed: Does Addressee own a corn tester? Did he make use of the same? Has only A-1 seed been planed? Was the seed a standard variety suitable for the particular locality in which Addressee lives?

Cultivation: Has Addressee made diligent provision for immediate and continuous cultivation of the corn during the growing period? Are the fields already beginning to get weedy? If so what is the remedy? Is Addressee satisfied with a forty bushel per acre yield, or does he desire seventy-five bushels per acre? If the latter, what are his plans for obtaining the same? — E. V. L.

In other cases a long feature story may be necessary.

Brevity Essential. The calendar itself should not contain too many subjects. Agriculture is not a sport in which birdshot is effective. The calendar should contain, however, every subject which is of great importance annually to the farmer. Here is a single month of such a calendar drawn up by a paper in the Middle West:

SEPTEMBER

Fall plowing.
Seeding of winter wheat.
Fairs and other exhibitions.
The cost of feeding livestock through the winter.
Harvesting sorghums.
Putting up silage.
Pastures for autumn.
Coöperating with the school.
Fall building plans.
Making fall pigs profitable.
Farm water systems.
Prevention of fires.
Gathering seed corn.
Making corn cribs rat-proof.
Picking apples.
Shelter for machinery.

The Value of the Calendar. Such a calendar is not merely a convenience to the editor of a farm journal. It is frequently used also by advertising solicitors. No subject is placed in the calendar for the sake of getting advertising; the calendar is prepared with the farmer's needs as a basis. If, however, the editors of the paper have decided that the usefulness of tractors should be called to the attention of farmers in March, manufacturers of tractors will wish to advertise in the March issues of the paper.

An advertiser frequently asks a solicitor:

"Does your paper expect to publish anything next year about the articles that I manufacture?"

If the paper has a calendar, the solicitor can turn to it and say, "Yes, we shall have stories on them in September (or whatever the case may be)."

This is not to be confused with publishing "puffs," which are write-ups praising a particular brand of article and are inserted free with advertising or are paid for at advertising rates. They are illegal under the federal laws unless marked plainly to show they are advertising.

Nor is the use of the calendar to be confounded with the publication of stories praising certain things not of benefit to the farmer, purely for the sake of obtaining advertising. This practice is not resorted to by reputable publications.

Some publishers feel that even the use of the editorial calendar by advertising solicitors is undesirable, if not definitely unethical. They argue that the practice may tend to oversell certain articles or commodities to the farmers, and, further, that it may unduly influence the editorial department, while, even if it does not, the impression may become current that such influence exists.

An Agricultural Program. In addition to preparing and using an annual calendar, well-edited farm journals have a more or less developed program looking many years into the future. Perhaps eight or ten important agricultural subjects are included in this program. Such problems as those of land tenure and transportation may be among them. The best thought on these subjects is to be presented at every fitting occasion to the readers, for the purpose of developing public sentiment with a view to future action.

Progress Through the Farm Press. Much of the agricultural progress so far made in the United States is due to the farm press. The *Farm Journal* was the pioneer among all publi-

cations in guaranteeing the advertising appearing in its columns, while it also was the originator of the movement for rural free delivery of mail. Orange Judd, the agricultural publisher, was responsible for the first agricultural experiment station in this country, and the papers controlled by him were the chief factors in instituting the Political League in the eighties of the last century. Henry Wallace, editor of *Wallaces' Farmer*, inaugurated the running of dairy, corn, and good roads trains. The *Progressive Farmer* was a leader in the exposure of patent medicine and stock food frauds. E. T. Meredith, publisher of *Successful Farming*, was the first publisher to bring advertising experts into

THE CONDENSED FARMER.

VOL. D.

ROCHESTER, JANUARY 1, 1831.

NUMBER 1.

THE GENESSEE FARMER
AND GARDENER'S JOURNAL.

Devoted to Agriculture, Horticulture, Domestic Economy, &c. &c.

The first number of a paper under the above title was published at Rochester, on Saturday, Jan. 1, 1831—conducted by a gentleman long experienced in the science of Agriculture, Horticulture, and other useful arts, assisted by many of the best practical farmers in this section of

the State, for twelve months, or \$2.00, if paid at the time of subscribing.

TUCKER & STEVENS.

Rochester, Jan. 1, 1831.

Editors who will give the above two or three insertions, will confer a favor which will be reciprocated the first opportunity.

NUMBER ONE.

We are aware that this season of the year is rather an unfavorable time to commence a work

of the same year a sloop of forty tons was built and launched on the Genesee Lake."

Query? Where was the "Ontario Gazette" printed, and where is the "Genesee Lake?"

That portion of country once called the "Genesee Country," although its exact boundaries were rather vague and uncertain, probably now contains some two hundred towns, with more than 200,000 inhabitants, with cities and villages at every four corners, and newspapers as thick as blackberries. The Genesee Coun-

THE FIRST AMERICAN AGRICULTURAL PAPER EDITED FROM THE STANDPOINT
OF PRACTICAL FARM EXPERIENCE

direct personal contact with farming and farmers in order to show farm purchasing power. J. H. Sanders, publisher of the *Breeder's Gazette*, was instrumental in the establishment of registries of draft and speed breeds of horses in the United States, while *Farm, Stock and Home* carried on a successful campaign to stamp out "stallion peddling." The abolition of bucket shops in Texas was the result largely of efforts of *Farm and Ranch*. The Capper Farm Press stimulated enormously the boys' and girls' agricultural club movement, being in parts of its territory a pioneer in this activity. Early promotion of the silo was carried on by the *Ohio Farmer*, whose "silo convention" in 1889 was a unique event.

The farm press has, further, sponsored agricultural colleges; meat inspection; the use of modern household devices in farm homes; police regulations regarding fertilizers, feedstuffs, and seeds; railroad rate regulation; rural credits; traveling libraries; coöperative marketing movements; and numerous other matters of special interest to the farmer.

Personal Service. Much has been done in personal service to individual farmers, thousands of whom ask farm journals for information on every conceivable subject. A publication which makes a specialty of personal service may have on its staff a lawyer, a physician, a home economics specialist, an agricultural engineer, an agronomist, a radio expert, a poultryman, a pomologist, and other specialists in fields related to agriculture. Such specialists are often employed on a part-time basis, in some cases receiving a certain fee for each inquiry answered.

The Question of "Crusading." The future, obviously, will offer large opportunities for usefulness. The extent and the manner in which each paper will take advantage of many of these will depend not only on the ability of the editor and his alertness with respect to contemporary issues, but also on whether the publication has or has not a "crusading policy." On this question of fathering and stimulating political, economic, and other popular movements, equally sincere and able editors of farm journals, as of the daily press, differ widely.

Manner of Treatment. The way in which subjects are to be treated in the paper is often quite as important in the minds of readers as are the subjects themselves. Among the questions that must be settled in determining this phase of the paper's policy are the following:

1. Is the primary purpose of the paper to inform or to interest and entertain?
2. Is the paper to be a farm newspaper or a magazine?
3. Shall the paper publish chiefly articles written by farmers or chiefly those written by professional writers?
4. To what extent shall illustrations be used?
5. Shall the paper try to talk familiarly with its readers, as neighbor to neighbor, or not?

Coöperation a Help. The business management of the farm journal is outside the scope of this book, except in so far as it touches the editorial policies. The successful farm journal editor never loses an opportunity to talk with men in the circulation department, particularly those who actually come into contact with the farmers. Nor does he assume an attitude of hostility to the advertising department. He will not, of course, adopt policies contrary to the interests of his farmer readers in the interest of an advertiser. He will not, on the other hand, lose sight of the

fact that advertisers sometimes catch sight of popular tendencies as soon as editors do, and that the wise agricultural advertiser is unwilling to do anything which will harm the cause of agriculture and thus reduce his permanent market. Coöperation in all departments of a paper tends to produce a publication which not only yields larger profits but is of greater usefulness to the public.

The Editor's Qualifications. The responsible editor of a farm journal must know farming and the farmer, must be able to write effectively and to appreciate good writing, must have initiative, resourcefulness, courage, and intellectual honesty, and, above all, must love people. Certain of these qualities are inborn. A man who is by nature timid, credulous, prone to judge on the basis of prejudice rather than fact, or unready in self-expression, belongs nowhere in journalism — least of all in so difficult and relatively new a field as agricultural journalism.

Knowledge of farming and the farmer and the technique of journalism are acquired. The man brought up on a farm has distinct advantages in any field associated with agriculture. He will know, from practical experience, what he is talking about when he discusses farming. The study of agriculture and of journalism in a good college or university furnishes much of the scientific and literary background necessary for the editorship of a farm paper. In view of the great strides made in agriculture in recent years, pure science, economics, sociology, psychology, and literature will be found of great value to the editor.

Experience in writing, of whatever type, constitutes valuable preparation for editorial work. Newspaper reporting develops an objective point of view and stimulates facility in writing. Contributing regularly to the agricultural press gives one a first-hand appreciation of its needs and problems. So does writing for general magazines. It cannot be too often emphasized that agriculture and rural life must be interpreted to the general public.

The habit of wide reading is likewise essential. The man who confines his reading to the subject matter of his profession will never acquire the breadth of view essential to leadership.

Farming, it must be realized by the editor, is no longer a narrow technique; it is a life. One's success in agricultural journalism will be measured largely by one's ability to see agriculture and rural life as a whole.

QUESTIONS

1. Who is primarily to be considered in formulating the policy of a farm journal?
2. Why may not an editor consult merely his own opinions?
3. What two matters must be decided in fixing the editorial policy of a paper?
4. What are the two uses of a calendar of subjects?
5. What is the value of a more extended agricultural program?
6. What questions must be answered in determining how subjects shall be treated in the paper?
7. Why is coöperation of value in running a paper?
8. What qualifications should the responsible editor of a farm journal possess?

ASSIGNMENTS

1. Think over all the persons of your acquaintance who read regularly a particular farm journal of large circulation in your vicinity. Write an analysis of the average reader of the paper, making it a composite study of the readers whom you know.
2. Examine carefully several numbers of the paper. Explain in what respects it does, and in what respect it does not, seem to you to meet the desires and needs of the average reader.
3. Prepare a full year's calendar for a farm paper in your region. Before submitting your calendar to your instructor, have it examined and approved by several specialists representing different branches of agriculture.
4. Select four subjects concerning which only reminders need be written for farmers. Write these reminders in as clever and attractive style as possible.
5. List 10 subjects which you regard as of greatest importance in a program of future agricultural development for your region.

CHAPTER XV

THE AGRICULTURAL BULLETIN

THE bulletin is one of the principal means for disseminating agricultural information. Approximately 500 bulletins are published annually by the United States Department of Agriculture and the various agricultural experiment stations, and the circulation of some of these is as high as 2,000,000. Agricultural bulletins are occasionally issued by educational foundations, railways, and other institutions.

Unlike many other agricultural publications, the bulletin is commonly written by specialists in the field with which it deals, though in many cases it would gain in effectiveness were it rewritten by some one trained in the art of appealing to public interest. There is, indeed, a tendency to give increasing weight to the advice of the editor connected with the institution that publishes the bulletin, and agricultural journalists holding positions of this character find their services in frequent demand in connection with the preparation of bulletins.

Bulletins Classified. Agricultural bulletins may be divided into two general classes — technical and popular. The technical bulletin is intended primarily for specialists in the field in which it deals; or, at all events for persons of scientific training. The popular bulletin, on the other hand, is intended primarily for farmers. Both are written alike for the fundamental purpose of giving information, supplemented in many cases by authoritative interpretation. Obviously, then, facts are the primary essential. Without them, information does not exist, and attempted interpretation or expression of opinion is valueless.

The Basis of the Bulletin. A bulletin may be based on specific experiments, tests, and observations by the authors, or on facts already known but inaccessible to the readers for whom the bulletin is intended. The basis of the technical bulletin is invariably in the former category. The scientists who will read it may be presumed to be already familiar with the literature of the subject; or, at any rate, to know where it may be found.

The farmer, however, is not infrequently unfamiliar with numerous facts which are known to scientists; or, knowing these facts, he may not have interpreted them to fit the conditions on his own farm. Hence a popular bulletin may be based largely, or even exclusively, on recognized facts. Again, it may be felt to be desirable to recall to the farmer's attention facts which he already knows but which he has not generally put into practice. For instance, farmers in general know of the usefulness of alfalfa. Feeling that they needed, however, to be reminded of the benefits of this crop, the New Jersey State Agricultural College published a bulletin under the article, *Alfalfa Lowers Feed Costs and Leaves Land Fertile*.

More commonly, a popular bulletin includes both old and new material. For example, a bulletin, *Potato Disease Control in Kansas*, deals both with well-known remedies and with the results of recent experiments. Occasionally a popular bulletin treats exclusively of newly discovered data. The results of livestock feeding experiments often belong to this category.

Preparing the Bulletin. The preparation of a bulletin, whether scientific or popular, begins long before matter is actually committed to paper. The planning and carrying out of such experiments and other research as may be determined upon are obvious prerequisites. The stage to which investigations should be brought before a bulletin is published must be determined by the experimenters in consultation with other scientists and with the director of the institution in charge of the work. In the case of technical bulletins, the progress of the investigations, with the tentative conclusions reached, will ordinarily have been published from time to time in scientific journals. In this way the work will have received the attention and expert criticism of other scientists. The publication of a scientific bulletin is to be determined chiefly by whether it is a significant contribution to the sum of human knowledge. The publication of a popular bulletin, on the other hand, is to be decided on the basis of its necessity and probable usefulness.

Questions to be Faced. Once it has been decided to prepare a bulletin on a given subject, certain questions must be faced by the authors before writing is done. These questions concern, on the one hand, the matter of the bulletin; and, on the other, the prospective readers.

Important questions to be answered are these:

1. *For whom is the bulletin intended?* For example, is it to be directed primarily to the specialist in the science with which it deals, to the general scientific reader, to the farmer specializing in a particular crop or kind of livestock, or to the general farmer? It is quite possible that a bulletin may appeal to certain persons in each of the four classes, but it should be directed fundamentally to a single class.

2. *What does this prospective reader know about the subject?* An adequate answer to this question will prevent the author from needlessly and tediously going over ground already familiar to the reader, or from making his work unintelligible by assuming too much knowledge on the reader's part. In many cases it may be desirable for the author to interview representatives of the class to which he wants to appeal, in order to be certain just how much knowledge is actually possessed.

3. *What facts can be added to the present knowledge of prospective readers?* Here care must be taken to distinguish fact from anything which partakes of the nature of hypothesis or opinion. All figures should be checked with extreme care by more than one person. There is in published agricultural material a surprising amount of error in actual figures.

4. *To what conclusions do the facts discovered, added to facts already known, point?* In this connection it is well to inquire whether there is more than one conclusion that may reasonably be reached from the facts. The scientist is never an advocate. He is an investigator and reaches his conclusions only because the facts make those conclusions the only possible ones. In order to make sure that personal prepossessions have not led one astray, it is always wise to consult with other scientists, and, in the case of a popular bulletin, with intelligent farmers, as to conclusions to which the data secured might reasonably lead.

5. *What is the application of these conclusions?* In a technical bulletin the author may not care to refer to any applications. In popular bulletins application is essential. The average reader will not make applications for himself. They must be presented to him. In making the applications it must constantly be remembered that conditions on the farm may be different from those at an experiment station. Allowance will presumably have been made in the conduct of the experiments for lack of

ideal or controlled conditions on the average farm. In preparing to write the bulletin the writer should assure himself that the allowances which have been made are sufficient.

6. *What is the relation of the matters under consideration to agriculture in general, or to science in general?* An answer to this question will not ordinarily be put into a bulletin. If the writer has the answer in mind, however, while he is writing his bulletin, his work will be much better. It will possess breadth and proportion. The age of "bulkheads," of exclusive categories in science, is passing away, and the realization is growing that every fact is related to every other fact. The interpretation of such relationships is usually not a part of the task of the bulletin writer. A genuine grasp of them, nevertheless, will vastly improve the bulletin.

7. *What tables, graphs, and photographs are needed?* Particularly so far as photographs are concerned, a bulletin too often is written before illustrations are considered. They should be decided upon and secured before the writing is done. The purpose of illustrations, except on the cover of a bulletin, is to add clearness to the text; or, in a popular bulletin, to enforce the idea that the practices recommended are thoroughly useful under ordinary farm conditions. For that reason a picture taken on a farm with a farmer in the foreground will be much more effective among farmers than a picture of an experimental plot with a scientist measuring it. The cover of a popular bulletin may well bear a picture full of action and human interest, in order to attract the prospective reader. In the scientific bulletin all illustrations exist only to make the text clearer. Tables and graphs are highly desirable in the technical bulletin. They are less desirable in the popular bulletin. Few farmers will read through tables, and the average farmer does not interpret graphs readily.

Preparing the Outline. Answers to these questions will aid the writer in the next step in preparing the bulletin; namely, the preparation of an outline. The outline for a bulletin does not differ from the outline for any other extended piece of effectual writing, nor is any one type of outline adapted to all writers. Some find a mere list of topics and subtopics most desirable; others prefer an outline comparable to an argumentative brief. Because one seldom arrives immediately at the best order for any

piece of writing, it is generally useful to make one's first outline on 3 by 5 inch cards, a topic to a card. These cards may be arranged and rearranged, and finally, when the best order has been decided upon, the outline may be transferred to paper for greater convenience in writing from it.

In writing for scientific readers, a chronological or strictly logical order is suitable. The scientist is accustomed to thinking in this order. The approach to the farmer, on the other hand, should be pedagogical rather than strictly logical. One should proceed from the familiar to the unfamiliar, just as in teaching.

Writing the Bulletin. In the actual writing of the bulletin one should observe the essentials of all good writing — accuracy, brevity, clearness, unity, proportion, and interest. The application of these qualities will differ in accordance with the class of readers to which the bulletin is directed. For example, clearness demands that all terms be understood by the reader. The scientist will understand practically all scientific terms; the farmer, on the other hand, will not understand these terms without definition, and it is almost always better to translate the terms into simple language and thus obviate the necessity of definition, which is tiresome to all readers. In writing popular bulletins it must be remembered that the average farmer has less than an eighth-grade education. While his reading since leaving school has undoubtedly increased his vocabulary, technical scientific statements will be neither intelligible nor interesting to him.

Likewise, a different balance is used in a bulletin for scientific and for farm readers. The scientific investigator always asks the question, "Why?" The farmer's common question is "How?" The scientist is interested in reasons; the farmer is interested in conclusions directly applicable to his own farm work. Further, the scientist, unlike the farmer, is interested in the history of research on a particular subject, though this should not be, as it often is, expanded in such a way as practically to reproduce rather than briefly summarize what has been previously published and is easily available.

Essentials of Revision. After a bulletin has been written it should be carefully revised. One may even find that in spite of a good outline the order of material should be somewhat altered.

Revision should be made from the standpoint both of the facts and of the reader. The accuracy of every statement should be

weighed. Figures should be rechecked, even though they have been carefully gone over before. Footnotes and bibliography (if used) should be verified.

Brevity is of as much value to a bulletin as to any other type of writing. Most bulletins are much too long. The writer should always endeavor to ascertain what can be omitted without loss of value or interest to the reader. Farmers' bulletins, in particular, should be short. Eight pages are much more likely to be read than 16 or 32. Brevity can be gained by omitting unimportant matter and by deleting unnecessary words. A 10 to 20 per cent saving is often possible through the latter practice alone.

Statements should always be tested for clearness. It is not sufficient that a statement should be capable of being understood; the statement should be such that it cannot be misunderstood.

A further important consideration is the general effect which the bulletin will have upon the reader. Statements which reflect upon other investigators or upon classes of people will prejudice readers against a bulletin. Again, expressions that may seem to readers absurd or incongruous may destroy the effectiveness of a publication. The statement in a recent bulletin, "There is refinement, alertness, and sweetness in a feminine sow," will provoke a smile from many a reader, as will the assertion of still another investigator that "butchering hogs is a pleasant pastime for the farmer."

Whether for scientific or for popular readers, short sentences are best. One should not hesitate to write a long sentence if it is necessary, but a sentence which runs above 50 words should be closely scrutinized as to the possibility of breaking it.

In revising a manuscript one should endeavor to make it conform in matters of style to the practice of the organization that is to publish it. Experiment stations generally follow most of the rules contained in *Editing the Agricultural Bulletin*, which is the style book of the American Association of Agricultural College Editors. The bulletin editor will correct a manuscript to style, but it should not be necessary for him to make a vast number of changes.

Getting the Judgment of Others. In order to revise most effectively, it is well to submit a bulletin to a specialist in writing and then to a member of the class to which the publication is

addressed; that is, a scientist or a farmer. The former practice is general in experiment stations and similar organizations. The latter is common enough so far as technical bulletins are concerned, but only rarely are bulletin manuscripts submitted to farmers. Farmers have been exceedingly willing to coöperate with experiment stations in crop and other tests, and a similar willingness would undoubtedly be displayed with reference to revision of bulletins. Any state has intelligent farmers, interested in the progress of agricultural knowledge, who would be willing to assist in this way.

The Summary. The summary should be prepared after the revision of the bulletin is completed. The summary, a development of recent years, has been found exceedingly useful in both technical and popular bulletins. In the popular bulletin it should precede the bulletin proper, so that it will immediately catch the attention of the reader.

Following is the summary preceding a bulletin, *Care and Management of Baby Chicks*, by Willard C. Thompson and Norman R. Mehrhof.¹ The page numbers, when used in a summary, are left blank in the manuscript, to be inserted on the page proof.

HOW TO RAISE THE BABY CHICK

The successful poultryman must recognize the importance of chicks. Vigorous breeding stock begets strong, vigorous chicks. The parent stock must be individually identified. Hatching eggs must be handled with great care. Oftentimes it is good business to buy baby chicks. Pages 3-7.

The incubator must be efficient in design and construction. The sanitation of the incubator is essential to disease prevention. Selection must be applied to the flocks from their first day on. The pedigreeing of baby chicks is a practice now well established. Pages 8-11.

The brooder must be prepared for the reception of the chicks. The colony brooder house must possess certain characteristics. The long brooder house, with its small pens, is efficient. The N. J. Suburban Unit Poultry House is useful for the whole year. Pages 12-15.

Upon the chicks' first week depends much of their future worth. During the next six weeks chicks grow rapidly and need good care.

¹ Circular 169, New Jersey Agricultural Experiment Stations, New Brunswick, N. J.

Get the chicks out of doors, supply green food, and force exercise. Milk has come to be an indispensable part of the diet of chicks. Baby chicks are creatures of habit—use a set feeding schedule. Chick mortality can be greatly reduced by improved management. The commercial poultryman usually plans to sell some baby chicks. Pages 16-22.

The summer range house must be maintained always in sanitary shape. The sexes should be separated at from six to nine weeks of age. Pages 23-24.

The surplus cockerels should be fitted for the best broiler trade. Broiler prices are another version of the old story of supply and demand. Pages 25-27.

Moving pullets to the range for the summer period is an important stage. Growth curve for pullets in summer should be a continuous rise. There is a good market for the ten-weeks-old pullet. Maturing pullets must be properly fed in order to be well finished. Pages 28-31.

The wise poultryman values his equipment and cares for it properly. Page 32.

Summarizing the Technical Bulletin. In the technical bulletin the summary is put in its logical place, at the end, as in this type of bulletin no effort is necessary to attract the interest of the reader.

Following is an example of the summary of a technical bulletin. The bulletin of which this is a part is *A Statistical Study of the Relation Between Seed-Ear Characters and Productiveness in Corn*, by Frederick D. Richey and J. G. Willier.²

SUMMARY

Data from ear-to-row plats in four varieties of corn, comprising 3,265 ears in all and extending over 47 crop years, were studied as to possible relations between productiveness and some physical characters of the seed ears.

(1) Accidental variation in soil and experimental conditions was responsible for a large part, possibly 90 per cent, of the total variation in yield.

(2) From 2.5 to 6.7 per cent of the total variation in yield in the different varieties was a function of variation in the ear characters studies.

² Department Bulletin No. 1321, United States Department of Agriculture.

(3) On the basis of the multiple regression equations involving seven ear characters, yield was related positively to weight of ear and length of ear and negatively to number of rows and number of kernels per row in each of the four varieties. Similarly, yield was related positively to butt circumference and weight of cob and negatively to tip circumference in each of three varieties, the relations being reversed in the fourth variety.

(4) The use of weight of ear, number of rows, and number of kernels per row in a multiple regression equation gave almost as good a predicting equation in each of the varieties as the inclusion of the four other characters and was the best general predicting equation involving only three characters.

(5) Because of varietal differences, the substitution of weight of cob for weight of ear in C.I. No. 77 and butt circumference for number of kernels per row in C.I. No. 133 gave a better three-character predicting equation in these varieties than that mentioned in paragraph 4.

(6) Selecting longer, heavier ears with proportionately heavy cobs and with relatively few rows of wide, thick kernels is warranted as a means of obtaining a supply of good seed for general planting.

(7) Selection from among good seed ears on the basis of ear characters as a method of corn breeding is not warranted.

Care should be taken in all bulletins not to make the summaries too long. A summary of more than a printed page is needed only under exceptional circumstances. Too great length destroys the purpose of a summary.

The Table of Contents. The table of contents should be made up from the final copy for the bulletin. It should consist simply of the headings and subheadings of the bulletin, indented in accordance with their relationships. As in the summary, the page numbers should be left blank for insertion when the page proofs are available.

Every scientific bulletin should have a table of contents. A short popular bulletin does not need one.

Preparing the Manuscript. The bulletin should be prepared for publication in the same way as other manuscripts. Paper $8\frac{1}{2}$ by 11 inches should be used, and ample margins left on all sides. The typing should be double-spaced. A footnote should be placed directly beneath the line to which it refers, and a horizontal line should be drawn across the page above and below the footnote, to separate it definitely from the text. The superior

figure in the line and in the footnote should, of course, correspond.

Proofs. When proofs come from the printer they will ordinarily be submitted for the writer's approval. Alterations should not be made except in cases of imperative necessity. They are much more expensive than persons unfamiliar with printing would suppose.

Making an Index. If an index is to be attached to the bulletin, it will be made from the page proofs. Indexes are uncommon in agricultural bulletins, and are not justified except in bulletins of great length.

The proper procedure in making an index is to go over the proofs page by page, making each index entry on a 3 by 5 inch card. When the entries have been completed they may be assembled and put into alphabetical order, and the index typed on manuscript paper.

QUESTIONS

1. Into what two classes may agricultural bulletins be divided?
 2. On what may a bulletin be based?
 3. What should determine the publication of a bulletin?
 4. What questions should be answered before a bulletin is written?
- What is the specific value of each question?
5. How should the outline of a bulletin be prepared?
 6. What difference in arrangement is desirable for scientific and for farm readers?
 7. What essentials should be observed in writing a bulletin?
 8. What differences exist in the application of these essentials for different classes of readers?
 9. From what standpoints should revision be made?
 10. To what qualities should attention be paid in revising a manuscript?
 11. What are the advantages of getting the judgment of other persons?
 12. What value has a summary to a bulletin?
 13. Where should a summary be placed in a popular and in a technical bulletin? Why?
 14. Under what circumstances should a table of contents be prefixed to a bulletin?
 15. How should a bulletin manuscript be finally prepared for publication?
 16. Why should alterations in proofs be avoided?
 17. When an index is to be attached to a bulletin, how should it be prepared?

ASSIGNMENTS

1. Examine a popular and a technical bulletin. Criticize each as to (a) accuracy; (b) clearness; (c) conformity to style; (d) illustrations; (e) adaptation to the readers for whom it is intended.

2. Edit these bulletins as to style. Delete all matter that seems to you unnecessary. Test your judgment by consulting respectively a farmer, a scientist, and an agricultural editor.

3. Ask five farmers of your acquaintance to what extent they read agricultural bulletins; obtain their reasons. Find out what bulletins they rank highest of those which they have read, and why they so rank them. To what general conclusions as to popular bulletins do the statements lead you?

4. Obtain the criticisms of five scientists as to technical bulletins.

5. If an experiment station is accessible, consult the editor as to the problems that he encounters in handling bulletins.

6. If you are engaged in experimental work, and are ready to write a bulletin, prepare it in accordance with the steps referred to in this chapter.

7. With the assistance of both scientists and farmers, make a list of subjects for popular bulletins on which sufficient material exists but is not possessed by farmers. Select one of these subjects, and prepare a popular bulletin in conformity with the plans given in this chapter.

CHAPTER XVI

MARKETING AGRICULTURAL COPY

FOR the writer not on the staff of a newspaper or other periodical, there are two general methods of preparing copy. One is to write without thinking at all of the publication in which the work may appear. After the story or other composition is written, the writer then considers to what type of publication it is best suited, and submits it to publications of that type.

The other method is to consider in advance the type of publication for which one is going to write, then to write in a style that will be suited to such a publication. In this way the writer writes for a definite audience, the readers of a certain type of periodical.

Markets for Agricultural Copy. The possible markets for agricultural copy are of two general classes: (1) Newspapers and magazines; (2) farm publications. The chief distinction to be kept in mind is that the first group is read for the most part by persons with no professional knowledge of farming and no professional interest in it; the second group is read by persons of both professional knowledge and professional interest.

In each group of publications there are many individual and class variations. There are sensational newspapers, conservative newspapers, and newspapers of every sort between the two extremes. There are farm journals which endeavor chiefly to entertain their readers; and there are other farm journals into whose pages an entertaining story never gets except by accident.

Payment for Manuscripts. The rate of payment is also a varying quantity. It runs on farm papers from nothing to 10 cents a word, a figure as high as the latter being seldom paid except for material written on special order, and then only by an occasional publication. Newspapers pay usually by the column, the rate ranging from \$1 to \$15. The rate of payment by general magazines shows great variation. Many have no fixed rate, but pay for each accepted contribution what it seems to the

editor to be worth. Additional amounts are always paid for photographs.

The growing tendency of magazines and farm journals is to pay on acceptance, though many good ones still pay on publication. Newspapers pay usually about the first of the month for all copy used during the preceding month.

Feature Stories Sell. The various types of feature stories sell better than any other class of agricultural material. The story long enough to be made a special feature of the paper and accompanied by several photographs is always in demand. So also is the very short feature story of 100 to 400 words. The latter is useful in making up any paper, and is not written enough to make the competition for publication so keen as in some other types of story.

Accuracy and Timeliness. Accuracy and timeliness are essential in agricultural stories. Every farm paper has a list of writers whose material has been found inaccurate and from whom no more copy will be bought. As these lists are passed about more or less among editors, an inaccurate writer may soon lose practically his whole market.

All papers receive copy too late to be of any use. Copy possessing news interest, whether it actually is news or is only based on news, should be placed in the hands of the editor at the earliest possible moment after the occurrence of the events that gave rise to it. The interest of readers soon shifts to new events, and this fact is always considered by editors.

Timeliness and Farm Plans. A great deal of agricultural copy, however, has practical relation to farm operations. It must be in the hands of farmers some time before these operations are to begin. An article on sorghum planting in Kansas, for example, should be in the hands of Kansas farmers in May, as most of the sorghums in the state are planted in the early part of June.

In order to get an article into the hands of farmers by a specific time, it must be in the hands of the editors some time in advance. Weekly farm journals circulating in a limited territory can use material that they receive two weeks in advance of date of publication. Farm journals with nationwide circulation must usually have material five weeks in advance of date of publication. These are the minima. An article, unless of the

greatest significance, must be received much further in advance to be accepted. At least double the periods mentioned should be allowed in submitting copy. Many subjects are likely to be treated by several writers, all of whom submit their stories. The one which is received first, if of good quality, will probably be accepted. Furthermore, one must sometimes submit a story to several publications before it is accepted.

Enlisting Advance Interest. It is often desirable to outline an article or series of articles to an editor in advance. If the editor replies that he would like to see the material, the writer has the advantage of submitting a manuscript to one whose interest has already been enlisted. In such a case, the manuscript should be addressed to the editor who has signed the letter and should be accompanied by a note referring to the correspondence.

Preparing Copy. All copy should be typewritten on bond paper of letter size ($8\frac{1}{2}$ by 11 inches). At the top of the first page, the name and address of the writer should be placed in the upper left-hand corner and the estimated number of words in the upper right-hand corner. In the middle of the sheet, three inches below the top, should appear the title, and below it the name of the writer as he wishes it printed.

A margin of an inch and a half on the left side and of an inch on the right side should be left on each page of the manuscript. In typing the manuscript it should be double or triple spaced throughout. Pages following the first should be numbered in the upper right-hand corner.

A manuscript about which there has been no correspondence may be submitted without any note or letter. If a note is sent, it should merely state that the manuscript is offered for publication at customary rates. The editor of the magazine should not be addressed by name unless he is a friend or acquaintance of the author.

A manuscript on $8\frac{1}{2}$ by 11 paper is usually folded twice, so that it fits a No. 9 or No. 10 envelope. A No. 9 envelope is self-addressed by the author and stamped. It is then placed with the manuscript in a No. 10 envelope and the whole is sent, postage fully prepaid, to the editor.

Photographs should be sent flat, and should always be backed with binder's board to keep them from being crushed. They should accompany the manuscript, and an envelope large enough

for their return should be inclosed. Each photograph should bear the sender's name on the back, together with the title of the picture and the title of the story with which it goes.

Nothing sent to an editor should be rolled, except extremely large pictures. Nor should pages be fastened together except with clips which may be removed without damaging the manuscript.

Several Stories at Once. There is no objection to sending several short feature stories or other bits of copy together, but each should bear the author's name and address. Long stories should be sent individually unless they form a series.

Market Suggestions. Nothing can take the place of reading publications themselves as a means of acquiring a knowledge of literary markets. A list of markets for agricultural copy will, however, afford many suggestions which should be reinforced wherever possible by actual examination of the periodicals mentioned.

The accompanying list of publications that use farm copy represents agricultural magazines and agricultural newspapers, metropolitan newspapers, general magazines, and class and trade publications. Most of the information regarding these publications came directly from the editors themselves. Some of the information is derived from the experience of the authors and of their students in agricultural journalism.

PUBLICATIONS USING FARM COPY

American Agriculturist, 461 Fourth Avenue, New York City, reports: "We do not use fiction or poetry and we are somewhat swamped with other material. That which is short, which pertains to our territory, and which is written from experience and filled with human interest is given very careful consideration by our staff."

American Bee Journal, Hamilton, Ill., reports: "Material must deal with practical beekeeping, not routine but new."

American Breeder, Kansas City, Mo., wants "a story in a few words that has real value for breeders, and new and useful material."

American Coöperative Journal, 230 South La Salle Street, Chicago, uses articles on coöperative marketing of farm products.

Articles range in length from 1,200 to 2,000 words. Photographs are used.

American Farming, 537 Dearborn Street, Chicago, reports: " *American Farming* appeals to general farmers, particularly to farmers who are members of or are interested in the work of farm bureaus. *American Farming* is the only farm publication of national circulation maintaining a department in every issue for the regular and ready interchange of ideas among county agents, home demonstration agents, and boys' and girls' club leaders at work in all states of the union for the dissemination of such information among farm people generally. We prefer straight agricultural matter—pay very little attention to the unusual and to freaks. We want matter of some real constructive value to our readers. We like articles with personal interest and a bit of news in them. One thousand words is the limit; preferably less. Our publication is informative but well written. An interesting story can sometimes be written about a seemingly dull table of statistics. The class of women's material we want is helpful household hints—stories about what other women are doing under actual farm conditions. The ideas suggested must be applicable to average farm conditions."

American Fruit Grower Magazine, Chicago, "appeals chiefly to the man who is growing orchard fruits on a commercial scale. We prefer stories of successful commercial orchards or stories relating to the management of orchards, the marketing of commercial crops, and the utilization of by-products. We want short stories having to do with modern labor-saving equipment in the home. We make use of many articles dealing with trucks, tractors, etc., that are of interest to commercial fruit men. Photographs are desired."

American Poultry Advocate, Syracuse, N. Y., "endeavors to supply practical information on all subjects pertaining to the poultry business and the successful rearing and marketing of poultry. We are especially interested in articles telling about men and women who have made a success raising poultry. What they did before getting into the poultry business, the obstacles overcome, and how success was finally attained. While not absolutely necessary, we like photographs with stories of this kind."

American Hereford Journal, Graphic Arts Building, Kansas City, Mo., "appeals to breeders, growers, and feeders of Hereford

cattle, and the material for our publication primarily must concern Herefords and Hereford men."

American Poultry Journal, Chicago, "appeals to poultry keepers, particularly to those who want to keep more poultry or better poultry, and because of their interest in the subject subscribe to our exclusive poultry publication. Poultry keeping is a common thing. What we do want is simplicity and accuracy. We do not want anything told in a dull way, but information rather than eloquence is required. Material should be based on knowledge and experience. We get a great deal of two kinds of material, one written by beginners, the other kind written by those who have something to exploit. Neither sort is desirable."

American Review of Reviews, 55 Fifth Avenue, New York, uses many articles, usually written by authorities, on economic problems of agriculture. Subjects of special interest, such as co-operation, are often treated in groups of articles by various authors.

American Sheep Breeder and Wool Grower, 817 Exchange Street, Chicago, uses practical articles, with photographs, on sheep and wool and related subjects.

American Swineherd, Chicago, "prefers matter that is instructive on any point in reference to feeding, handling, managing and caring for swine from before pignood until fully matured, for any class of swine under different conditions. We are especially interested in matter describing experience that has been the basis of practical success. Informative matter is most desired and when anything connected therewith can be made entertaining we prefer enough of it to furnish sauce for the balance."

American Thresherman, Madison, Wis., "appeals to operators of grain threshers, portable sawmills, hullers, silo fillers, road graders, and other power farm machinery; and to grain growers. We endeavor to give accurate information on applying power to farm tasks, and to inspire increased interest among readers in their work. We specialize on grain threshing. Our publication is recognized by threshermen and sawyers as their only national publication, being at present the only magazine in the world devoted to threshing. Twenty-seven years old, it has always used book paper in make-up, maintaining an unusual standard of appearance for a 'consumer' farm paper. It is the only clearing-house for current news of 20 state organizations of threshermen."

Atlantic Monthly, Boston, Mass., publishes occasional articles dealing with agriculture. Its material must be original, authoritative, and of interest to intelligent, cultivated readers. The circulation of the magazine is predominantly urban.

Ayrshire Digest, Brandon, Vt., "appeals to Ayrshire breeders, present and prospective. We endeavor to set forth accurately the qualities of the Ayrshire breed and its progress in America."

Berkshire World, 618 South Sixth Street, Springfield, Ill., a breed paper, is devoted to the interests of growers of Berkshire swine.

Better Homes and Gardens, Des Moines, Iowa, is interested in agriculture to the extent of the farmer's interest in his home and to the extent of the city man's interest in his garden. Homes for the man of ordinary means and gardens for the man who does his own gardening are the specialties of this magazine.

Breeder's Gazette, 542 South Dearborn Street, Chicago, appeals to breeders of pedigreed livestock, feeders, ranchmen, and stockfarmers. Material must relate to animal husbandry, soil improvement, crop production, with special reference to the feeding and fattening of livestock; the modernizing of buildings, and the installation and use on stock farms of practical conveniences.

Business, Second Boulevard and Burroughs Avenue, Detroit, Mich., is published and distributed by the Burroughs Adding Machine Company for the purpose of promoting business efficiency. It contains chiefly feature stories relating actual experiences. The agricultural material which it publishes deals strictly with business plans and methods, except for an occasional article interpreting contemporary agriculture to urban business men.

Capper's Farmer, Topeka, Kan., wants "short material, of interest to farmers, which plays up the news and human interest angles, especially economic matter."

Christian Science Monitor, Boston, Mass., accepts occasional articles pertaining to agricultural developments which have national or worldwide significance.

Collier's Weekly, 416 West 13th Street, New York City, uses timely articles on public men and important events covering the complete range of its readers' interests. A large proportion of its readers are men who live in towns and cities, hence the agricultural articles must have a city "slant."

Corn Belt Farmer, Des Moines, Iowa, "wants informative articles that show results of actual farm practice." It gives more attention to corn raising in all its phases than any other single subject, except feeding corn most profitably.

Country Gentleman, Philadelphia, "is interested in every subject having to do with agriculture or country living. Our feature articles must be national or international in their viewpoint but above all else they must be interesting. Sectional stories have a very limited appeal unless they contain an element of national significance and importance. The strictly technical phases of farming are so admirably taken care of by the state colleges and extension services that we want only short news items along this line. Our principal emphasis is on business in farming and better living in the country. General articles should not ordinarily exceed 2,500 words. We are also in the market for short stories having a background of country life. Our women's department uses features of special interest to women and short helping hints for housekeepers."

Country Life, Garden City, N. Y., "specializes chiefly on nature, sport, and building in the country, but rarely considers manuscripts without photographs."

Creamery Journal, Waterloo, Iowa, uses "articles dealing with the manufacture, transportation, and marketing of butter, cheese, and ice cream."

Dairy Farmer, Des Moines, Iowa, "uses human interest experience stories of individuals who have made a success from small beginnings, 'how to' stories of the dairy farm and farm house, technical discussions of dairy farm problems, news paragraphs, human interest and descriptive photographs and drawings. Articles must have definite practical value in addition to interest. They must be national in appeal. The best stories are those that inspire as well as instruct, that lead to a greater appreciation of country living as well as more efficient methods in management and production. The ultimate purpose of the *Dairy Farmer* is to make happy farm homes. On the farm the business and the home are one. If the farm income can be increased, it will make more modern conveniences and improvements available. If improved methods of production and marketing can be presented to increase the margin of profit, they have a part in making better farm homes. Stories that lead to more comfortable, con-

venient, cheerful homes and a more thorough appreciation of how to get the most out of life as it is allotted to those who read them fit best the *Dairy Farmer's* editorial policy."

Dairyman's Journal, East St. Louis, Ill., reports: "Articles should deal with general dairying, milk and cream production."

Dakota Farmer, Aberdeen, S. D., "appeals to farmers and livestock breeders in the *Dakota Farmer* empire—North and South Dakota, Montana, and Wyoming. Naturally we are always on the lookout for good material for all our departments. We use far more informative material than any other kind, although we do use matter than can be considered solely entertaining. If an article is true, clear, and interesting, we give it very careful consideration, providing it applies to our territory. Most of the material published in our home department is written by farm women in our territory."

Dearborn Independent, Dearborn, Mich., uses much material relating to agricultural conditions in all parts of the country. It publishes rather frequently human interest articles concerning men who have been influential in benefiting agriculture.

Farm and Fireside, 381 Fourth Avenue, New York, "appeals to practical farmers and their wives and children. Feature material should be personal, inspirational, and full of illustrative incidents; also in general should recite the story of victory against obstacles in some one person's experience. About equal parts of the informative and entertaining are wanted. Practical farm woman stuff is wanted, also personal and inspirational and full of incidents. Material must be practical, personal experience, told in story form, full of illustrative incident, no gloom, no preaching, no back-to-the-farm stuff. Must be based on principles of universal application. Contents of the book itself are the best criteria."

Farm and Ranch, Dallas, Tex., "uses articles from practical farmers, orchardists, gardeners, and stockmen who have had actual experience. We use few feature articles but are always glad to consider articles about men, women, and children in our territory—Texas, Oklahoma, Arkansas, Louisiana, and New Mexico. Photographs should accompany articles."

Farm Journal, Washington Square, Philadelphia, "appeals to sleeves-rolled-up farmers. All feature stories must, first of all, be informative and instructive. We want time saving, labor sav-

ing articles — conveniences that make farm homes more homelike. Material must be to the point, boiled down, practical, cheerful, and instructive. We use a few longer articles. We wish to emphasize the importance of photographs for illustrating all manuscripts sent to us. The use of illustrations in connection with mechanical devices is not absolutely necessary, but it is certainly desirable."

Farm Life, Spencer, Ind., wants only articles of national interest. "We endeavor," the editor states, "to promote better farming, and especially a more cheerful attitude toward country life. We use cheerful verse and short human interest stories. Literary quality is desired. Contributors are inclined to write as if their particular story were the only one the editor ever had printed or expected to print on that subject, whereas the subject runs continuously in most cases. Each department might be likened to an endless film. A lot of scenes have just been shown — many others are just coming. Only 'flashes' and 'close-ups' and seasonal detail and suggestion are usually available. Make it readable."

Farmer, St. Paul, Minn., "purchases some feature articles dealing with agricultural matters of interest to northwestern people, preferably articles two or three columns in length, with illustrations. All the material is planned to be informative and all agricultural material must be adapted to northwestern conditions. We are in the market for short fiction stories, particularly those woven about farm life."

Farmer and Breeder, Sioux Falls, S. D., "appeals specifically to the farmers and stockmen and their families who live in South Dakota and adjoining states. We run feature and short material. Informative material receives first consideration above that which is merely entertaining, but we insist that articles printed in *Farmer and Breeder* shall also be interesting. For the home department we want short articles on practical affairs of house-keeping and home making. Personal experiences are preferred. High class inspirational material is also desired. Material must be true, interesting, timely, and important."

Farmer's Dispatch, St. Paul, Minn., "aims to give a comprehensive budget of news twice each week, together with articles and stories of particular interest to the farmer. The paper goes into the homes where, for economy or lack of time, daily papers

are not read. We believe human interest stories have a greater appeal for the rural reader than for any other. Feature matter, not dealing strictly with urban subjects, is especially desirable. Practical suggestions for labor saving and time saving in the farm house are in the greatest demand among farm women, and can be of greatest helpfulness. These should not be suggestions which would require a large outlay of money, but such as women can work out themselves, or have their sons do it for them, at small expense. Material must be practical, written from the farmer's viewpoint, and it ought to be newsy. Farm and home experience stories, with the emphasis placed on successful methods, are desirable."

Farmer's Wife, St. Paul, Minn., uses short and long articles on subjects having to do with phases of farming and farm life affecting rural women.

Field Illustrated, 2 West Forty-fifth Street, New York City, "wants authentic and accurate articles of a timely nature pertaining to agriculture, farm life, country estates, horticulture, and allied subjects."

Fordowner, 505 Montgomery Building, Milwaukee, Wis., "uses authoritative technical articles on the Ford car or the Fordson tractor; short articles featuring the Ford car or Fordson tractor in some truly unique or interesting connection, preferably accompanied by good photographs, and unusual, thrilling, or amusing experience with a Ford, not more than 300 words."

Forum, 247 Park Avenue, New York, deals with contemporary public questions. Matters of agriculture and rural life are dealt with as they come within the magazine's scope. The magazine aims to present both sides of disputed questions, usually by means of an article from an authority on each side.

Guernsey Breeders' Journal, Peterboro, N. H., "appeals almost entirely to breeders of grade or purebred Guernsey cattle. We endeavor to foster and improve the breeding and better management of better Guernseys. Very little material is purchased. It serves largely as a news medium of the events in connection with the breed, most of which is secured by our own staff. Occasional pedigree and breeding studies are accepted."

Hampshire Advocate, 409 Wisconsin Avenue, Peoria, Ill., has as its object, "to promote the Hampshire breed and to give a medium to the Hampshire breeders in which to advertise. The

kind of articles that we desire are those which give information to the farmers as to the merits of the purebred hog. Farmers demand actual data on profit in feeding purebred hogs. Any story in connection with this idea is what we want. We want stories of actual performances of purebred hogs and Hampshire swine in particular. We desire also articles in regard to raising and handling purebred herds."

Hoard's Dairyman, Fort Atkinson, Wis., "is published for the dairy farmers of America. We endeavor to put on its pages the information which would be instructive in their practical dairy farming operations. We try to make material as interesting as possible and try to feature at least one or two especially strong articles in every issue. It sometimes happens that we have a number of articles for a particular issue which we consider very well worth publishing, but which in a strictly newspaper sense would not be considered feature articles. *Hoard's Dairyman* is first of all informative. We consider that our readers are busy people, that they desire the facts placed before them as concisely and clearly as possible. If we can present this information in an entertaining form we are glad, but the first question asked about an article in our office is, Is it of value to the dairy farmer? It must be accurate, clear, timely if possible, and as entertaining as we can make it."

Holstein-Friesian World, Lacona, N. Y., appeals to breeders of Holstein-Friesian cattle and to advanced dairymen. It "prefers matter that tells of actual achievement—with methods and reasons and plenty of illustrations. Our publication is informative absolutely. It is distinctive in its emphasis on Holstein breeding, Holstein dairying, and Holstein pictures."

Hoosier Farmer, 16 North Senate Avenue, Indianapolis, Ind., "appeals to Indiana farmers generally, endeavors to emphasize furtherance and need of farm organization, and specializes in farm bureau organization and coöperative marketing."

House and Garden, 19 West Forty-fourth Street, New York, contains articles, elaborately illustrated, on gardens. Authoritativeness, originality, and artistry are essential.

House Beautiful, Boston, Mass., publishes horticultural and other material, written by experts, of interest in connection with the beautification of homes. Artistic photographs are used as illustrations.

Household Magazine, Topeka, Kan., uses short articles of a practical nature having special interest to the small town and rural woman.

Illustrated Mechanics, 1411 Wyandotte Street, Kansas City, Mo., "requires each month a large number of photographs of inventions and new methods of doing things that save time, labor, and money on the farm, or in and about the home. All articles submitted should be illustrated or readily lend themselves to illustrations. Drawings must be neat and photographs clear with strong contrasts. Articles should be short and to the point. We pay from one-fourth to one cent a word for text and from \$1 to \$1.50 for photographs on acceptance."

Independent, 311 Sixth Avenue, New York City, "uses articles on any timely subject, especially of a public or political nature." Many of them pertain to agriculture or country life.

Iowa Farmer, Des Moines, Iowa, "gives special attention to material stressing cost of production plus a reasonable profit for all farm products."

Iowa Homestead, Des Moines, Iowa, publishes practical articles on farming and rural life. It devotes much attention to economic matters, to farm organizations, and to political problems in which farmers are especially interested. It has published numerous articles based on investigations made by members of its staff.

Jersey Bulletin, Indianapolis, Ind., "wants any news dealing with Jersey cattle."

Kansas City Journal and Missouri and Kansas Farmer, Kansas City, Mo., is the weekly rural edition of the *Kansas City Journal-Post*. It uses articles relating to the agriculture of Missouri and Kansas.

Modern Farming, 722 Union Street, New Orleans, La., "wants material of local value in Louisiana and Mississippi. Practical farm success stories, tersely told, appeal to us most strongly."

Montana Farmer, Great Falls, Mont., "serves the farmers and stockmen of Montana. We prefer practical, helpful, informative material rather than entertaining, although we use a small amount of the latter. This applies to our women's department as well as to other departments of the paper. We conduct special service departments as follows: Business and Markets; Veterinary; Seeds and Soils; Farm and Orchard Pests; Irrigation; Farm Mechanics; Legal; Poultry; and Radio. The material we wish

for publication should deal with actual experiences or accomplishments on the farm or stock ranch or in the farm home."

Nation, 20 Vesey Street, New York, discusses in special articles outstanding economic and political aspects of agriculture. The magazine represents the liberal point of view. It is opposed to war and to protective tariffs.

National Live Stock Producer, 608 South Dearborn, Chicago, "appeals to livestock producers, endeavors to give information on the production and marketing of livestock, and promotes co-operative marketing."

National Poland China Journal, Kansas City, Mo., wants "short, snappy articles on livestock on the farm."

National Stockman and Farmer, Pittsburgh, Pa., "appeals to farmers and stockmen, uses little feature material, insists that good material must have both informative and entertaining qualities, and wants no lengthy articles."

Nation's Business, Mills Building, Washington, D. C., uses occasional articles on the aspects of farming that affect business, especially when the relationships of business men and farmers are shown to exist for the mutual benefit of both classes. Articles by experts on national agricultural problems are sometimes printed. The magazine has used personality articles on agricultural leaders.

Nebraska Farmer, Lincoln, Neb., is not in the market for much material from writers outside Nebraska, "except articles of unusual interest and distinctive style. We are gradually departing from the long held theory that farm papers should be filled with strictly farm stuff. Questionnaires filled out by readers show rather conclusively that farmers and their families like to read things considerably apart from farming, well-written fiction stories, either serial or short articles, as well as human interest items and good humor. We shall try to maintain a proper balance between production, management, and marketing and material of the kind just indicated. Short, snappy articles with illustrations, telling of some farmer's accomplishments, and stories of farm homes and farm women, we are always glad to get."

New Republic, 421 West Twenty-first Street, New York, a liberal journal of opinion, publishes occasional articles on economic and sociological subjects related to agriculture and rural life. Such articles must be timely and of interest to general readers, and literary style is esteemed.

Newspaper Enterprise Association, Cleveland, Ohio, the Scripps-Howard syndicate, offers clients a page of farm material weekly. Features and news from every part of the country on every kind of timely and seasonable agricultural subjects constitute the range of material in its releases. The syndicate makes special arrangements with writers for much of its material. Suggestions are handled promptly by the editor.

New York Times Magazine, part of the Sunday issue of the *Times*, publishes numerous illustrated feature articles, some of which deal with agriculture. The articles are informative but at the same time interesting.

New York World, New York City, uses an occasional article to supplement its coverage of the day's national agricultural news. The editors emphasize human interest.

Northwest Farmstead, Oneida Building, Minneapolis, Minn., uses brief articles on northwest agriculture.

Northwest Pacific Farmer, 229 Exchange Building, Portland, Ore., "wants any kind of material that will teach farmers how to increase their yield at a reduced cost."

Ohio Farmer, 1013 Oregon Avenue, Cleveland, Ohio, appeals to farmers in Ohio and adjoining states. It treats all phases of producing and marketing crops and livestock and anything of interest to women and children on the farm. It reports, "We feel we are among the select few farm papers in the country that try to give their readers somewhere near a complete picture of the economic condition of agriculture and the agricultural organization movement. While we are always glad to give careful consideration to manuscripts submitted we buy very little. Our own staff and contributors take care of most of our requirements."

Oklahoma Farmer-Stockman, Oklahoma City, Okla., wants material containing information that the farmer can actually use. "Articles must be written by persons who can do the thing about which they write. College textbook theory not wanted unless it can be fitted to actual farm practice with profit to the farmer. Since the *Oklahoma Farmer-Stockman* is a farm paper serving a circumscribed territory, the state of Oklahoma, all editorial material must relate to that territory and be adapted to the needs and conditions under which its farmers operate."

Orchard and Farm, 1111 South Broadway, Los Angeles, Calif.,

is issued with the country Sunday editions of the San Francisco and Los Angeles *Examiners*. It "tries to appeal to every one interested in growing things. California enjoys a greater diversification, as well as specialization, of farm products than probably any other state in the union. Our readers include growers of deciduous, citrus, pome, tropic, and semi-tropic fruits, nuts, vegetables, grains, alfalfa and miscellaneous products of the soil. The material for our publication must deal with local conditions and possess practical, helpful value for our subscribers, as well as interest and news value. We publish five or six feature articles each month, but all are contributed either by staff writers, or authorities of considerable influence, or by local space writers. We seldom, if ever, print any contributed material originating in the East. The one exception would be helpful hints, short cuts, and mechanical inventions interesting to farmers. Every article published in *Orchard and Farm* must combine both informative and entertaining qualities. We accept no contributions from writers who cannot satisfy us, by means of personal information and references, as to their qualifications to write upon the subjects they select; in short, we demand a thorough acquaintance with our contributors."

Pacific Homestead, Salem, Ore., "endeavors to assist farmers and stockmen in producing better crops and better cattle, and to give expert advice on how to farm and how to garden. It specializes in agriculture and stock raising. Each issue is a special number. Fifty-two topics have been selected of vital interest to our subscribers. These are run weekly on editorial page, giving dates on which the subjects will be discussed."

Pacific Rural Press, 525 Market Street, San Francisco, "appeals to bona-fide ranchers of California and Nevada. We use about three feature articles per week, aiming to have one each for horticulture, livestock, and agriculture, often featuring a power article in one of those lines. The experiences of the best farmers in our territory, wherever those experiences will suggest easier or more profitable ways of carrying on our readers' business, are stressed."

Park's Floral Magazine, La Park, Pa., "appeals to the flower folk. Floral and landscape articles only are desired. Practical experience whenever possible, or experience known to be capable of being put into practice by the lay folk, is desired in articles."

Poland China Journal, Graphic Arts Building, Kansas City, Mo., "circulates almost exclusively among breeders and feeders of Poland China hogs. Anything that relates to the exploitation and explanation of better breeding questions is acceptable."

Popular Mechanics Magazine, 6 North Michigan Avenue, Chicago, "wants new developments in the fields of science, mechanics, industry, invention, and discovery — accurate facts accompanied by sharp photographs showing the features." A great deal of material which applies to farming or which originated on farms is used.

Popular Science Monthly, 250 Fourth Avenue, New York City, "is in the market for stories and photographs of new machines, processes, and discoveries, time and labor saving tools, and useful accessories for the home and automobile; in sets of photographs illustrating the most modern methods of the manufacture of products used by large numbers of persons, provided they show something new or unusual; in timely, non-technical accounts of scientific progress — stories which demonstrate how science and mechanics with their inventions and discoveries affect our lives and how they are actually applied in our homes." The magazine uses much agricultural material which meets one or more of these requirements.

Poultry Herald, St. Paul, Minn., reports, "Articles can cover any poultry subject, must be seasonable, and should be illustrated with good photos or drawings. We pay promptly on acceptance."

Poultry Tribune, Mount Morris, Ill., "appeals to raisers of poultry generally, both utility and fancy, but not so much to the ultra-fancier. We endeavor to encourage and inspire readers to great efforts with poultry; also to give practical information on poultry problems. Our magazine is popular with the farm woman and smaller poultry farmers because of the practical nature of the material which does not 'go over their heads.'"

Power Farming, Detroit, Mich., "appeals to farmers who are farming with mechanical power and who wish to secure first-hand reliable information along this and other agricultural-engineering lines. We are particularly interested in securing articles based on first-hand interviews with farmers who have been successful in the application of mechanical power in farming in its various phases, including tractors, motor trucks, farm lighting, plants and electricity. We want stories describing practical

methods of reducing production costs on the farm through efficient and more extensive use of farm equipment." This magazine's material is distinctive in that it deals with the application of mechanical power and other phases of engineering to farm requirements.

Prairie Farmer, Chicago, Ill., "uses very little contributed matter except letters from farmers, readers, and special articles which are written on assignment by authorities in some particular line."

Progressive Farmer, Birmingham, Ala., reports that material "must be timely, agriculturally sound, and concerning things of interest to southern farmers."

Rice Journal, New Orleans, La., "appeals to rice growers, rice millers, importers, exporters, dealers, brokers, wholesale grocers, and to anybody engaged in agriculture. We confine our matter mostly to rice, but are interested in anything appertaining to agriculture. We carry a cooking page, giving rice recipes, the food value of rice compared with other foods, etc. We run a business farming department."

Sacramento Bee, Sacramento, Calif., publishes every Saturday afternoon an agricultural section, *California Country Life*, a farm newspaper, "and as such publishes agricultural news of interest to the farmers of northern California, western Nevada, and southern Oregon. We hold that the average farmer just about breaks even on his year's work. It is the farmer who has 'something on the ball' that makes a little profit by some unusual practice, who is the success. This is the man we are looking for and about whom we publish everything we can get. Anything that is news in agriculture, and that is of interest in our field, we publish. Under this broad scope we use agricultural extension service material, college of agriculture articles and other material of the kind in season, holding it is news. We do not limit our news to California agriculture, but publish news from any source that may be of interest here. We have a department for farm women and one for boys and girls in club work. Illustrations are used where it is found necessary to point the story, and we always dress our front page with a good sized picture."

St. Louis Post-Dispatch, St. Louis, Mo., devotes considerable space to timely articles that pertain to the agriculture of its territory, which extends west into Kansas, southwest into Okla-

homa, south into Arkansas, and includes parts of Illinois, Tennessee, and Kentucky.

Science Service, 2101 B Street, N.W., Washington, D.C., syndicates a vast amount of scientific material to newspapers and other publications. It seeks to make all phases of science intelligible and interesting to the average reader. It affords a market, chiefly for short articles, to persons who can write authoritatively, and at the same time interestingly, on scientific subjects.

Scientific American, Woolworth Building, New York, offers a market for authoritative articles on scientific developments in every field. Its material is accurate, significant, and intelligible to general readers.

Southern Agriculturist, Nashville, Tenn., "appeals to southern farmers and their families. The intensely practical article is most favored; then the inspirational article. We specialize in the general farming of our section. The desire of the paper is to be a practical helper on every farm and in every farm home to which it goes. We stress looks and try to make the paper appealing as well as useful."

Successful Farming, Des Moines, Iowa, "appeals to the actual farmers and their families living in the 13 North Central states. Information and inspiration are desirable in articles. Material must not be too local in interest, must be free from superfluous or irrelevant material, must be written in the most simple language, must deal with conditions which are within the reach of the majority of our readers, and must be just as readable and have as much pep and punch as the subject will permit."

Survey, 112 East Nineteenth Street, New York, which is devoted to social service, offers an opportunity for articles on rural developments in this field. The *Survey* is published semimonthly, while the *Survey Graphic*, which is extensively illustrated with photographs, appears monthly.

Swine World, 698 Dearborn Street, Chicago, "appeals to breeders of purebred Poland China hogs and to farmers who are interested in better livestock—especially hogs. We want records of successes and failures in the hog business—the "why" and the "wherefore." Also the news of the happenings in livestock that pertain particularly to hogs—and especially to Poland Chinas. Reports of pig club activities and breeders' associations are always welcome.

Twice-A-Week Globe Democrat, St. Louis, Mo., reports, "About 90 per cent of the circulation of the *Twice-A-Week Globe Democrat* is distributed in towns and villages of less than 2,000 population and to subscribers living on rural routes. The *Twice-A-Week* endeavors to balance the material in its columns, giving feature, agricultural matter, and news, with the preference always going to news. We prefer informative rather than entertaining material, where a choice is made."

Wallaces' Farmer, Des Moines, Iowa, "appeals to the conservative type of farmer in the corn belt. We cover Iowa, northern Missouri, central Illinois, eastern Nebraska, and a small part of northeastern Kansas. We have a preference for feature over other material. Departmental stuff is fairly well supplied by the staff. Feature stories of the type that we usually run on the first magazine pages are needed. Our publication is informative. We do not mean by this that we are trying to compete with textbooks or college bulletins; in fact, general information, unless by a recognized authority, is of no value to us. We want specific facts about a specific farm or organization or person. In addition, the article must be able to get itself read—which means that, to a degree, the author must concern himself with the technique of producing entertaining copy. Copy from a good many students and instructors at agricultural colleges plays up matter from the standpoint of the extension worker. We use extension work stories but we present them farm end foremost. The second important feature that is required of copy dealing with co-op work and marketing questions is sympathy with our editorial point of view. Before handling material of this sort, it would be advisable to read the editorial pages of several issues. Additional information of interest to contributors is contained in a leaflet published by *Wallaces' Farmer*. *Wallaces' Farmer* can use the following classes of material: Special articles, illustrated, on subjects of interest to farm people, from 1,000 to 3,000 words long. Short articles suitable for department material and preferably illustrated, from 100 to 600 words long. News paragraphs dealing with farmers' activities. Photographs with a farm interest. Short articles and short fiction for the boys' and girls' section. Material of interest to girls is especially desired."

Weekly Kansas City Star, Kansas City, Mo., reports: "Stories about what farmers are doing bring worth-while results. The

farmer is more interested in what some other farmer is doing and how it turns out than in anything else except what he is doing and how it turns out. Matter that is merely informative unless on a subject that is new and of especial interest is of little value, for, as a rule, it is telling the farmer something he already well knows, about which he has been told so often that a retelling of it irritates him. A certain amount of entertaining material is highly desirable. Material that will help the woman lighten her burdens by teaching some new way of doing a thing and by convincing the old man that he ought to provide as good conveniences for the household as he has for his fields and barns is desired; also material that will interest, entertain, inspire, and instruct the younger members of the family. We run a farm and home mechanics section. Pictures are not necessary, but highly desirable if they form an organic part of the story and either help to tell the story or to enforce the lesson. Pictures that do not fulfill these purposes are a waste."

Western Farm Life, Denver, Colo., writes: "Material wanted for our publication must be interesting and informative for farmers and for their families in Colorado, Wyoming, Utah, Idaho, and New Mexico. Ideas that can be applied to farms in this territory are preferred."

Wisconsin Agriculturist, Racine, Wis., reports: "Material wanted for our publication must be typewritten, practical, useful information for farmers of Wisconsin."

Wisconsin Farmer, Madison, Wis., "appeals to farmers, stockmen, and their wives and children. Feature articles are usually written by our editors and field men, although we buy a few. We also depend on our several departments each issue and seldom like to omit them. Material should be timely, seasonable, practical, anticipating the wants of readers and consistent with subject material as to length. Ours is the oldest agricultural journal in Wisconsin, having started in 1849."

World's Work, Garden City, N. Y., uses an occasional article on agricultural tendencies or problems of farming or rural life.

QUESTIONS

1. What are the two general methods of preparing material?
2. What are the general classes into which markets for agricultural copy may be divided?

3. To what extent does the rate of payment for material vary?
4. When is material usually paid for?
5. What class of agricultural material sells best?
6. What lengths of story are particularly acceptable?
7. What qualities are essential in agricultural stories?
8. How far in advance of probable publication should copy be submitted?
9. Give the mechanical directions for preparing manuscripts.

ASSIGNMENTS

1. Make a list of publications suitable to each of the probably marketable manuscripts that you have prepared in the course.
2. On the basis of the lists that you have made, write to editors letters outlining several of the timely articles that you have ready. When you receive favorable responses, submit the manuscripts after typing them carefully in accordance with all the directions given in the chapter.
3. Submit several manuscripts to editors without previous correspondence. Let these be new ones or old ones rewritten, but prepared in each case in accordance with the evident tastes of specific types of publications. Consider carefully any criticisms that may be made by editors upon your work, and, if you think wise, rewrite manuscripts in conformity with these criticisms.

APPENDIX A

AN AGRICULTURAL STYLE SHEET

Publishers' style varies widely in punctuation, capitalization, spelling, and other details. Numerous book, magazine, and newspaper publishing houses have style books. The writer working for a particular periodical or publishing house will naturally learn and follow the style laid down.

The rules given in this sheet are intended merely to set a general standard of style, the following of which may give the student practice in conforming to a fixed usage, and to note matters of usage in agricultural writing which are not commonly treated in style books. If an institution in which the book is used has a manual of style of its own, its rules should be followed.

PUNCTUATION

Follow the rules of punctuation commonly found in good grammars, but avoid overpunctuation.

Use the semicolon sparingly. In most instances contemporary usage favors the period followed by a new sentence, rather than the semicolon followed by a clause.

Likewise, parentheses are less used than formerly. In many cases dashes are preferable.

Remember that matter inclosed between parentheses or dashes is grammatically distinct from the rest of the sentence.

In using the comma to set off relative clauses, distinguish carefully between the restrictive clause, which requires no commas, and the non-restrictive clause, which requires them: *He who votes must be a citizen*; but *John Allen, who was naturalized a year ago, cast his first vote today*. The distinction between the two kinds of clauses is that omission of the restrictive clause destroys the original meaning of the sentence, whereas the non-restrictive clause merely conveys an idea additional to that of the principal clause.

CAPITALIZATION

Do not overcapitalize.

Capitalize such words as *act*, *association*, *department*, *college*, *bureau*, when the distinguishing word accompanies; as, *Grain Standards Act*, *American Economic Association*, *Bureau of Chemistry*, *Massachusetts Agricultural College*. When the common noun stands alone, however, it should not be capitalized.

Capitalize names of sections of the country, as *the North*; nicknames of states and cities, as *the Buckeye State*; names of political parties, as *Republican*.

Capitalize the distinguishing name of a manufactured product; as, *Ivory soap*.

Capitalize the scientific (Latin or latinized) names of divisions, classes, orders, families, and genera.

In zoölogy, the specific and subspecific names are never capitalized, even when derived from a proper noun; as, *Felis leo*, *Falco columbarius richardsoni*.

In general, do not capitalize specific and subspecific names in botany.

Capitalize names of breeds of livestock; as, *Shorthorn cattle*, *Jersey cow*.

A group of plants, handled as a varietal unit under cultivation and considered as a detached portion of a botanical species, should be capitalized as a variety; as, *Kanred wheat*, *Earliana tomato*, *Eureka potato*, etc.

With certain cultivated species, the number of varieties has become so large that certain groups within the species have become more or less unified, and from the standpoint of capitalization may be considered as specific in rank. Within the species *Triticum vulgare*, *fife wheat* may be considered to be such a group. One should not capitalize *fife wheat*, but the name of any variety of *fife wheat* should be capitalized; as, *Red fife*.

When common names have generic or specific significance they are not to be capitalized; as, *sweet clover*, *white clover*, etc.

Do not capitalize college degrees when spelled out; as, *doctor of laws*. Capitalize them when abbreviated; as, *LL.D.*

Do not capitalize seasons of the year, classes in school or college, *a.m.*, *m.*, or *p.m.*, except in headlines or display.

Do not capitalize titles when standing alone; as, *the bishop*. Capitalize them, however, preceding the name; as, *Bishop Brent*.

In heads and titles, capitalize all important words (including all parts of the verb) and all words of five letters or more, regardless of their importance. Capitalize the first letter in a compound word and each succeeding division that would be capitalized if standing alone.

SPELLING

Between two generally recognized forms use the simpler one; as, *esthetic* rather than *æsthetic*.

Where usage differs, follow American rather than British style. For example, write *practice*, not *practise*; *ardor*, not *ardour*; *civilize*, not *civilise*.

Do not employ such forms as *thru*, unless writing for a publication whose style employs them.

COMPOUND WORDS

The present tendency is to avoid the use of hyphens so far as possible. In cases of doubt, refer to the Funk and Wagnalls *New Standard Dictionary* as modern authority.

In general, where two words are used to form a single modifier, the hyphen should be used; as, *cow-testing association*, *woven-wire fence*, *four-pound weight*.

ABBREVIATIONS

Abbreviations should be used sparingly except in statistical or technical matter. They frequently are not understood.

Abbreviate degrees following a name, but not otherwise.

Abbreviate the name of a state or territory when following the name of a city or town but not otherwise; as, *Madison, Wis.*; *Juneau County, Wisconsin*. Do not abbreviate *Alaska, Guam, Hawaii, Idaho, Iowa, Ohio, or Utah*.

Spell out *Thirteenth Street, One Hundred Fourth Avenue*, and other names containing ordinal numerals.

Write *July 8*, not *July 8th* or *July eighth*.

Abbreviate civil, military, naval, and other titles when preceding the name, but spell them out when the Christian name is not given; as, *Gov. J. M. Gray, Governor Gray*; *Prof. John J. Norris, Professor Norris*. Mr. or some other title should be supplied where Rev. is given without the Christian name; as, *the Rev. N. H. Dailey, the Rev. Mr. Hargraves*.

Do not ordinarily abbreviate weights or measures in text except in a technical publication. Use, however, such abbreviations as *F.* (Fahrenheit), *C.* (Centigrade), *B.* (Baumé).

The following abbreviations are common in technical and statistical matter, particularly as referring to agriculture; the plural form is the same as the singular except when the plural is indicated:

a. (acre)	cu. ft. (cubic foot, feet)
art. (s.) (article, articles)	cu. yd. (s.) (cubic yard, yards)
bbl. (s.) (barrel, barrels)	cu. mm. (cubic millimeter)
bu. (s.) (bushel, bushels)	cu. m. (cubic meter)
c. (cup)	cwt. (hundredweight)
c.c. (cubic centimeter)	dg. (decigram)
c.g. (centigram)	doz. (dozen)
ch. (s.) (chapter, chapters)	dr. (dram)
cm. (centimeter)	fig. (s.) (figure, figures)
cu. in. (s.) (cubic inch, inches)	ft. (foot, feet)

gm. (gram)	pt. (s.) (part, parts)
gr. (grain)	pk. (s.) (peck, pecks)
gal. (s.) (gallon, gallons)	pt. (s.) (pint, pints)
ha. (hectare)	qt. (s.) (quart, quarts)
hl. (hectoliter)	q. (q.) (question, questions)
hm. (hectometer)	rod
h.p. (horsepower)	sec. (s.) (section, sections)
hr. (s.) (hour, hours)	sec. (s.) (second, seconds)
in. (s.) (inch, inches)	sp. gr. (specific gravity)
kg. (kilogram)	sq. in. (s.) (square inch, inches)
km. (kilometer)	sq. ft. (square foot, feet)
lb. (s.) (pound, pounds)	sq. yd. (s.) (square yard, yards)
liter	sq. m. (square meter)
mm. (millimeter)	sq. mi. (square mile)
mg. (milligram)	sq. mm. (square millimeter)
mi. (mile)	sq. cm. (square centimeter)
m. (meter)	tbs. (tablespoonful)
min. (minute)	tsp. (teaspoonful)
oz. (s.) (ounce, ounces)	vol. (s.) (volume, volumes)
p. (p.) (page, pages)	wt. (weight)
par. (s.) (paragraph, paragraphs)	yd. (s.) (yard, yards)
pl. (s.) (plate, plates)	

FIGURES

Spell out all figures under 10 except the following enumerations: Recipes—*2 eggs*. Clock time—*1 o'clock; 5:30 o'clock*. Money—*\$3; \$1.50*. Percentage—*8 per cent*. Degrees—*40° longitude; 0° (zero)*. Age—*5 years; 2 weeks*. Dimensions—*4 by 10 feet*.

Spell out figures beginning a sentence. If two related figures occur in such a sentence, spell both; as, *Eighty adults and thirty children were in the audience*.

Spell indefinite sums, and figures connected with dignified, historic, or well-known subjects; as, *about a hundred dollars, the Twelve Apostles, the Thirteen Colonies*.

When two numbers occur together, as *thirteen 12-inch boards*, spell out the qualifying number.

Form the plural of figures and letters by adding 's; as, *6's, the three R's*.

Omit the decimals when stating even amounts of money or indications of time; as, *\$10*, not *\$10.00*; *8 a.m.*, not *8:00 a.m.*

Except in tabular matter observe the form, *50 cents*, rather than *\$0.50*.

Observe the following forms: *One-quarter of 1 per cent*, not $\frac{1}{4}$ of *1 per cent*; *half a cent*, not $\frac{1}{2}$ a cent.

Spell out references to time in such expressions as *back in the seventies*.

Spell out fractions when used alone; as, *one-half of the men present, two-fifths of the potatoes*.

When written as decimals, fractions should be preceded by a cipher; as, *0.64 per cent*.

When more than one unit is mentioned, use the plural form; as, *1½ grams, 1¾ inches*.

ITALIC

Foreign words or abbreviations not commonly used should be italicized.

Scientific names of plants and animals when first used should be set in italic.

Titles of books and periodicals should be set in italic.

The definite article preceding the name of a periodical is not generally considered a part of the title; as, the *New York World*.

Italic is indicated by underlining in a manuscript.

SPECIAL WORDS

Following is a list of words, common in agricultural writing, concerning which usage has differed as to compounding, capitalization, or other details. The style here suggested represents good contemporary usage.

acre-inch	kafir (not kafir corn or Kafir)
anti-hog-cholera serum	livestock
bluegrass	london purple
bordeaux mixture	manila paper
'cane (if referring to sugar cane)	manila rope
"cane" (if referring to sorghum)	milo (not milo maize)
cornmeal	mold
cowpeas	paris green
disk	per cent
drouth	plaster of paris
endgate	pollinate
farmhouse	purebred
farmstead	seedbed
feedlot	siliceous
gasoline	singletree
gauge	sirup
graham flour	skimmilk
horsepower	soybeans
india ink	spiketooth
india rubber	winterkill

Avoid such illogical expressions as *especially true*, such erroneous compounds as *onto*, and such tautological expressions as *starved for want of food*.

COPYREADING MARKS

Copyreading marks should always be placed in the manuscript, never carried out to the margin like proofreading signs.

Words omitted are inserted in the proper places, and other simple corrections made in obvious ways.

If a letter or group of letters is to be deleted, vertical or horizontal lines are used to cross it out.

A diagonal line through a capital letter indicates that it is to be made lowercase.

A single line under an expression indicates that it is to be italicized.

A wavy line under an expression indicates that it is to be set in boldface type.

Three lines under an expression indicate that it should be set in capital letters; two, that it should be set in small capitals.

┘ or ¶ indicates the beginning of a paragraph. The latter symbol is preferably used where no indention appears in the copy.

Run in: The wheat yields were low.

(The average for the county was only 11 bushels per acre.

Transpose: He seemed unable to | successfully | raise cattle |.

indicates the end of the manuscript.

PROOFREADERS' MARKS

INSERTION AND OMISSION

^	Left out; insert	Outside Copy	Words are omitted, see copy
g	Take out (delete)		
<i>let</i>	Let it stand	<i>ld.</i>	Lead
.....	Let it stand		

PUNCTUATION

/	Comma	—	One-em dash
o	Period	— —	Two-em dash
:	Colon	-	Hyphen
;	Semicolon	?	Question mark
'	Apostrophe	!	Exclamation point
“ ”	Quotation	[]	Brackets
“ ”	Single quotation	()	Parentheses

SPACING

#	Put in space	✓✓✓	Even spacing
∪	Less space	∩	Push down space
⊂	Close up entirely		

PARAGRAPHING

#	Paragraph	No #	No paragraph
---	-----------	------	--------------

POSITION

□	Move to left	□	Indent. Put in an em quad
□	Move to right	9	Turn over
□	Move up	tr	Transpose
□	Move down		Straighten margin
≡	Straighten lines		

TYPE

≡	or <i>Cap</i> Capital letter	<i>b. f.</i>	Boldface
=	or <i>s. c.</i> Small capital	<i>w. f.</i>	Wrong font
<i>l. c.</i>	Lower case or small letters	X	Change bad letter
—	or <i>ital</i> Italic	∇ or Δ	Superior or inferior
<i>rom.</i>	Roman	<i>f^l</i> <i>fⁱ</i>	Ligature

APPENDIX B

A CALENDAR OF AGRICULTURAL DATES

- | | |
|----------------|---|
| 2357-2261 B.C. | Agricultural soils classified by Chinese government. |
| 486 | Earliest Roman agrarian laws passed. |
| About 450 | Herodotus discusses contemporary agriculture. |
| 367 | Land held by a Roman patrician limited by law to 300 acres. |
| About 320 | Theophrastus writes first known works on plants. |
| 200 | Roman slave plantation begins to develop. |
| 150 | Cato the Censor writes <i>De Agri Cultura</i> . |
| 133 | Public land taken without authority taken back by the Roman state and distributed among citizens. |
| 73-71 | Slave revolt under Spartacus. |
| 59 | Lands purchased by the state and distributed to poor families. |
| 37-30 | Virgil writes the <i>Georgics</i> . |
| 36 | Varro writes <i>Rerum Rusticarum</i> . |
| 8 | Estate of C. Cæcileus Claudius Isadorius comprises 260,000 head of livestock. |
| About 50 A.D. | Columella writes <i>De Re Rustica</i> and <i>De Arboribus</i> . |
| 332 | Law of Constantine recognizes serfdom. |
| 1086 | Domesday Book compiled in England. |
| 1236 | Statute of Merton recognizes right of enclosure. |
| 1254-88 | Peasant revolt in West Frisia. |
| 1315 | The Great Famine (England). |
| 1323-28 | Peasant revolt in West Flanders. |
| 1337 | Export of wool from England prohibited. |
| 1348-49 | Black Death sweeps England. |
| 1351 | Statute of Labourers (England). |
| 1358 | The Jacquerie in France. |
| 1360 | First corn laws passed in England. |
| 1381 | Peasant revolt in England. |
| 1498 | Credit associations in Portugal especially for loans to farmers. |
| 1524-25 | Peasant revolt in Germany. |
| 1536 | The Pilgrimage of Grace. |
| 1538 | Horses brought to North American continent by De Soto. |

- 1540(?) Spanish cattle introduced into America.
- 1549 Ket's Rebellion.
- 1554 Wyatt's Rebellion.
- 1607 The Midland Revolt.
- 1607 First plantation in Virginia.
- 1607 Potatoes planted at Jamestown.
- 1607 First attempt to grow cotton in America.
- 1612 Tobacco first grown by planters.
- 1619 First importation of slaves to America.
- 1653 Peasant revolt in Switzerland.
- 1660(?) William Pynchon begins meat packing in Springfield, Massachusetts.
- 1694 Rice culture begun in America.
- 1700(?) First French agricultural periodical established.
- 1719 Russia adopts plan for redistribution of land among families at frequent intervals.
- 1723 First society for the improvement of agriculture founded (Scotland).
- 1733 Jethro Tull publishes *Horse-hoing Husbandry*.
- 1736(?) Alfalfa introduced into America.
- 1738 Clover introduced into America.
- 1756-70 Physiocratic movement in France.
- 1760 Jared Eliot publishes *Essays upon Field-Husbandry in New England*.
- 1760 Robert Bakewell begins livestock-breeding experiments.
- 1769 Enclosure of common pastures authorized by royal decree in France.
- 1773-74 Peasant revolt in Russia.
- 1776 The *Farmer's Magazine* established in England.
- 1779 Quit rents abolished in Virginia.
- 1782 London-Bristol canal constructed.
- 1783 Shorthorn cattle imported to the United States from England.
- 1785 System of rectangular surveys established in the United States.
- 1785 Minimum price of \$1 an acre set for United States government land.
- 1785 First American agricultural societies established in Philadelphia and in South Carolina.
- 1787 The Northwest Ordinance.
- 1789 First tariff on an American agricultural product.
- 1789 Servile tenure abolished in France.
- 1789-1802 The French Revolution.

- 1790 Professorship of agriculture established in University of Edinburgh.
- 1792 Professorship of natural history, chemistry, and agriculture established in Columbia University.
- 1793 Whitney invents the cotton gin.
- 1793 English Board of Agriculture established.
- 1796 Minimum price of government land raised to \$2 an acre.
- 1797 Cast-iron plow patented by Charles Newbold.
- 1802 Hand-power threshing machines introduced into the United States.
- 1803 First American patent for a grain-cutting machine.
- 1803 First general land preëmption act passed by Congress.
- 1807 Serfdom abolished in Prussia.
- 1807 First practical steamboat demonstrated by Robert Fulton.
- 1807 Frederick the Great abolishes serfdom in his dominion.
- 1807 American cattle show, or fair, founded by Elkanah Watson.
- 1810 *The Agricultural Museum*, probably the first farm journal in the United States, founded by the Rev. David Wiley.
- 1818 New York Horticultural Society founded.
- 1820 Price of United States government land reduced from \$2 to \$1.25 an acre.
- 1820(?) Wooden horse-rake introduced.
- 1821 Manorial-feudal system abolished in Mexico.
- 1823 Berkshire swine imported into the United States.
- 1823 Gardiner Lyceum, Gardiner, Maine, devoted exclusively to training for farming, opened.
- 1825 Erie Canal completed.
- 1826 First practical reaping machine invented.
- 1826 Derby Agricultural School, Connecticut, established.
- 1828 Steam railroad construction begun in the United States.
- 1830 Market reports first published in American newspapers.
- 1833 Hussey reaper patented.
- 1833 First attempt to found union of agricultural laborers.
- 1834 McCormick reaper patented.
- 1834 Pitt thresher and cleanser invented.
- 1837 Rothamsted experiments begun.
- 1837 First steel plow.

- 1838 Royal Agricultural Society of England founded.
1839 First United States government appropriation for agricultural purposes.
1844 Ketchum mower patented.
1844 Esterly header invented.
1846 First American herd book started (Shorthorns).
1846 First professorship of agricultural chemistry in America established at Yale.
1846 English corn laws repealed.
1848 Landlordly rights abolished in Austro-Hungarian Empire.
1849 Practical irrigation begun in Utah.
1854 Manorial-feudal system abolished in Quebec.
1856 Maryland Agricultural College chartered.
1856 Milk-condensing process patented.
1857 Michigan Agricultural College opened.
1858 Cornerstone of Maryland Agricultural College laid.
1861 Free commune in Russia provides for redistribution of land by the mir.
1861 Abolition of the manor in Russia.
1862 Homestead Act passed.
1862 United States Bureau of Agriculture established.
1862 Morrill Land-Grant Education Act passed.
1862 First agricultural coöperative marketing association in the United States (Bainbridge, Ohio).
1867 The Grange established.
1869 First state dairy association established in Vermont.
1870 First regular issue of U. S. weather bulletins begun.
1874 Disappearance of the manor in Japan.
1874 First state department of agriculture established in Georgia.
1874(?) Egyptian grain sorghums introduced into California.
1874 Greenback party formed.
1875 First experiment stations established in Connecticut.
1876 Kafirs introduced at Centennial Exposition.
1876 Farmers' Alliance started.
1877 Cream separator invented by De Laval.
1877 Goffart publishes results of silage experiments.
1879 Germany imposes protective tariff on agricultural products.
1879 First American silo erected.
1880 Pasteurization of milk begun.
1881 France imposes protective tariff on agricultural products.

- 1889 United States Bureau of Agriculture becomes Department of Agriculture.
- 1889 Norman J. Colman becomes first Secretary of Agriculture.
- 1889 Jeremiah M. Rusk becomes Secretary of Agriculture.
- 1889 Silo convention held by the *Ohio Farmer*.
- 1889 First farmers' bulletin issued by the United States Department of Agriculture.
- 1890 Second Morrill Act, further endowing colleges of agriculture.
- 1890 Meat Inspection Act.
- 1890 Babcock cream tester announced.
- 1891 Populist party formed.
- 1893 First bottle of certified milk delivered.
- 1893 Ticks announced to be carriers of Texas fever.
- 1893 Julius Sterling Morton becomes Secretary of Agriculture.
- 1895 First cow-testing association in the world (Denmark).
- 1896 Rural free delivery of mail begun.
- 1896 Second Meat Inspection Act passed.
- 1897 James Wilson becomes Secretary of Agriculture.
- 1902 American Society of Equity established.
- 1902 Farmers' Union established.
- 1902 First state farmers' grain-dealing association established in Illinois.
- 1905 California Fruit Growers' Exchange established.
- 1905 International Institute of Agriculture founded.
- 1905 First cow-testing association in the United States.
- 1906 Adams Act, for experiment station support, passed.
- 1907 American Society of Agronomy established.
- 1908 Small Holdings Act passed in England.
- 1909 First American dry-farming acts passed.
- 1910-11 Mexican agrarian revolution.
- 1911 First farm bureau established.
- 1911 First county agent (Broome County, New York).
- 1912 Plant Quarantine Act passed.
- 1913 David F. Houston becomes Secretary of Agriculture.
- 1914 Cotton Futures Act passed.
- 1915 Non-Partisan League established.
- 1916 Federal Farm Loan system established.
- 1916 United States Warehouse Act passed.
- 1916 Standard Container Act passed.
- 1917 United States Food Administration formed.
- 1917 Russian revolution opens.

- 1917 Smith-Hughes Vocational Education Act passed.
- 1918 New Russian constitution and land law adopted.
- 1919 American Farm Bureau Federation founded.
- 1919 United States Grain Corporation formed.
- 1919 Livestock reaches highest record price in America.
- 1920 First wireless market report sent out.
- 1920 E. T. Meredith becomes Secretary of Agriculture.
- 1921 Henry C. Wallace becomes Secretary of Agriculture.
- 1921 Packers and Stockyards Act passed.
- 1921 Agricultural bloc begins functioning in Congress.
- 1922 Grain Futures Act passed.
- 1922 Russia passes law providing for family succession of land and for hiring labor at certain times.
- 1923 Farmer-Labor Party formed.
- 1923 Intermediate Rural Credits system established.
- 1924 Howard M. Gore becomes Secretary of Agriculture.
- 1925 Purnell Act, for additional experiment station support, passed.
- 1925 William M. Jardine becomes Secretary of Agriculture.

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